

The Bayt.com Fresh Graduates in the MENA Survey

May 2019





Section 1

PROJECT BACKGROUND



Objectives

- The Fresh Graduates survey targets respondents who completed their most recent educational qualification within the last 3 years.
- Key objectives include:
 - Uncovering respondent perception of the quality of education they received across a number of key attributes including value for money, curriculum, teaching methods and usage of technology.
 - Looking at the extent to which the education respondents received prepared them for the workforce, including whether or not respondents acquired any work experience during the time of their studies.
 - Recognizing respondent expectations from the workplace, including expected salary.
 - Identifying which industries are most appealing to fresh graduates in the MENA region.
 - Looking at the perceptions respondents have of the availability of jobs for fresh graduates in their country of residence and their willingness to relocate for employment purposes.
 - Revealing the challenges fresh graduates face in finding jobs, and in life in general.

Key findings

- Most of the fresh graduates have completed their most recent education qualification in their own country of residence.
- The most commonly studied subjects include engineering (17%), accounting/ finance (16%), business/ commerce/ economics (14%), and information technology / computer science (11%).
- Respondents appear to be generally satisfied with the quality of higher education they received (81%), although only 36% state that they are 'very' satisfied.
- The majority of respondents rate the quality of their higher education as not very satisfactorily across all other attributes.
- The highest dissatisfaction is on the qualification of teachers, the curriculum and the teaching methods applied.
- 1 in 4 respondents claim that their education has 'completely' prepared them to target the industry of their choice, while 1 in 5 respondents believe that it has helped to a large extent and 3 in 10 respondents believe that it has helped but only to some extent.
- About 36% do not believe that they would have fared better in the job market with a different major or school, although a similar proportion believe that if they had graduated with a different major they would have been in a better position today.
- 65% of the respondents claim to have considered the availability of jobs in their field before deciding their major.
- Moreover, nearly two-thirds of current employees work in their field of study, with 43% being employed full time and 21% part time.

Key findings

- When asked what challenges their generation face most, 'finding a job' emerged as the top challenge (76%)
- 'Saving money' is seen to be a challenge by 39% of respondents
- More than half of the fresh graduates claim that it was/will be difficult to find their first job, with 23% saying that it was/will be very difficult.
- Knowing how to approach the job search affectively (43%) and lack of previous work experience (42%) appear to be the biggest challenge faced by respondents.
- Finding relevant jobs (37%) is one of the other big issues faced during a job search.
- Insufficient job openings is the most common reasons why respondents are not employed in their field of study with nearly 3 in 5 respondents saying so.
- When asked what they will do if they do not find a job in their exact target job role/industry, almost half of the fresh graduates said they will keep looking until they do, while 3 in 10 said they will start looking into another role/industry of their choice.
- The nature of the job/being passionate about the job emerges as the single most important factor for respondents when selecting a job.
- Nearly 6 in 10 respondents used or planned to use leading online job sites to find their first job, followed by social media sites (50%) and direct applications to target companies (43%).
- About 2 in 5 fresh graduates are not able to predict how long it will take them to find their first job.
- Only 6% mentioned that they will get a job/ got a job directly through campus placements.

Key findings

- One-third of the fresh graduates (33%) claim that they would expect to receive a salary up to USD 500 for their first job.
- Three-quarters of fresh graduates expect to be offered a basic salary; and 2 in 5 expect to get personal medical insurance.
- In UAE, about half the fresh graduates also expect company provided accommodation/ housing allowance.
- Nearly 7 in 10 respondents claim that their college did not help them to identify/apply for job opportunities.
- For those who had help, the most common ways were through job announcements (35%), writing a CV/ cover letter (32%) and career fairs (29%)
- 3 in 5 acquired work experience before or during college. Of these, 43% worked for a period of up to 6 months.
- About two-thirds of the respondents (67%) would consider relocating for employment purposes. Most respondents would consider relocating within GCC countries (59%), while 42% of respondents are willing to relocate to Western/European countries.
- One-third of respondents feel optimistic about the career and educational opportunities for their generation, as compared to their parents' generation.

Key findings

- Banking/finance (23%) emerge as the most appealing industries from a career point of view, followed by Education/ Academia (19%) and Business Consultancy (18%).
- Advertising/ Marketing/ Public Relations (20%) and Military/defence/police (20%) emerged as the industry that hires the highest number of fresh graduates.
- Lower expectations on salary (39%) is the main reasons why respondents believe that some industries hire more fresh graduates than others, followed by more willingness to follow instructions (30%).
- A little over half the fresh graduates claim that the lack of needed experience is the main reason why some industries are more hesitant to hire them, followed by not having the necessary skills (31%).
- When asked which skills they believe are required to excel in the workplace, respondents mentioned computer skills (59%) as most important, followed by Academic and technical skills, interpersonal/ team skills and linguistic skills (34%).
- In terms of their own personal skills, respondents rate themselves highly across most skills.
- Respondents are less confident about their leadership skills, linguistic skills and negotiation skills.



Section 2

RESEARCH METHODOLOGY

Sample Definition

All respondents must have completed their most recent educational qualification within the past 3 years in order to qualify to take part in the survey.

Age and Gender:

Males and females

Aged 18-34 years old

Nationalities:

Arabs, North Africans, Levantines, Westerns, Asians

Country of Residence

GCC: UAE, KSA, Kuwait, Qatar, Bahrain*, Oman

Levant: Lebanon, Syria*, Jordan, Iraq*, Libya*, Palestine*

North Africa: Egypt, Morocco, Algeria, Tunisia, Sudan

Data Collection

All data was collected online. Fieldwork was done between 18th April and 13th May 2019. The total number of successful online interviews achieved was 1582.

**Scores not included in the report due to small base*

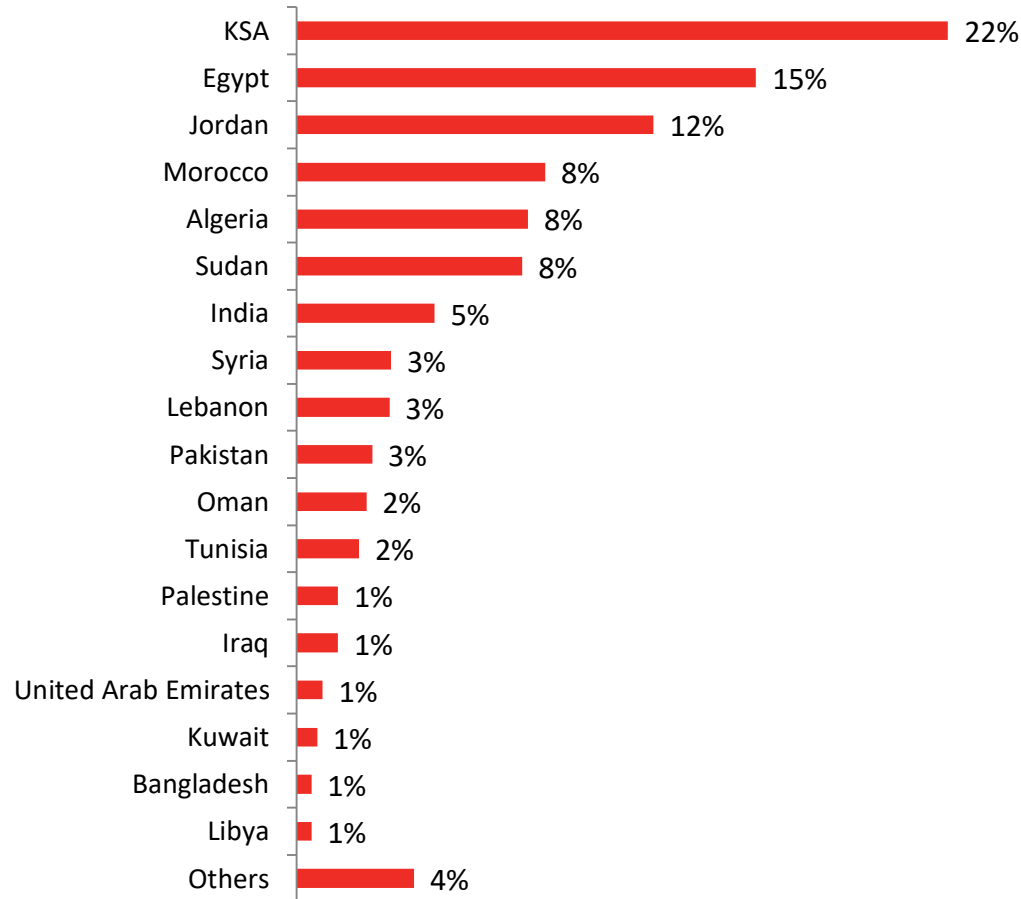


Section 3 A

THE ROLE OF HIGHER EDUCATION

Country in which recent qualification was completed

- Most of the fresh graduates have completed their most recent education qualification in their own country of residence.



Base: All respondents (1582)

Q2b. Where did you complete your most recent education qualification?

All figures are %'s

Country in which most recent qualification was completed

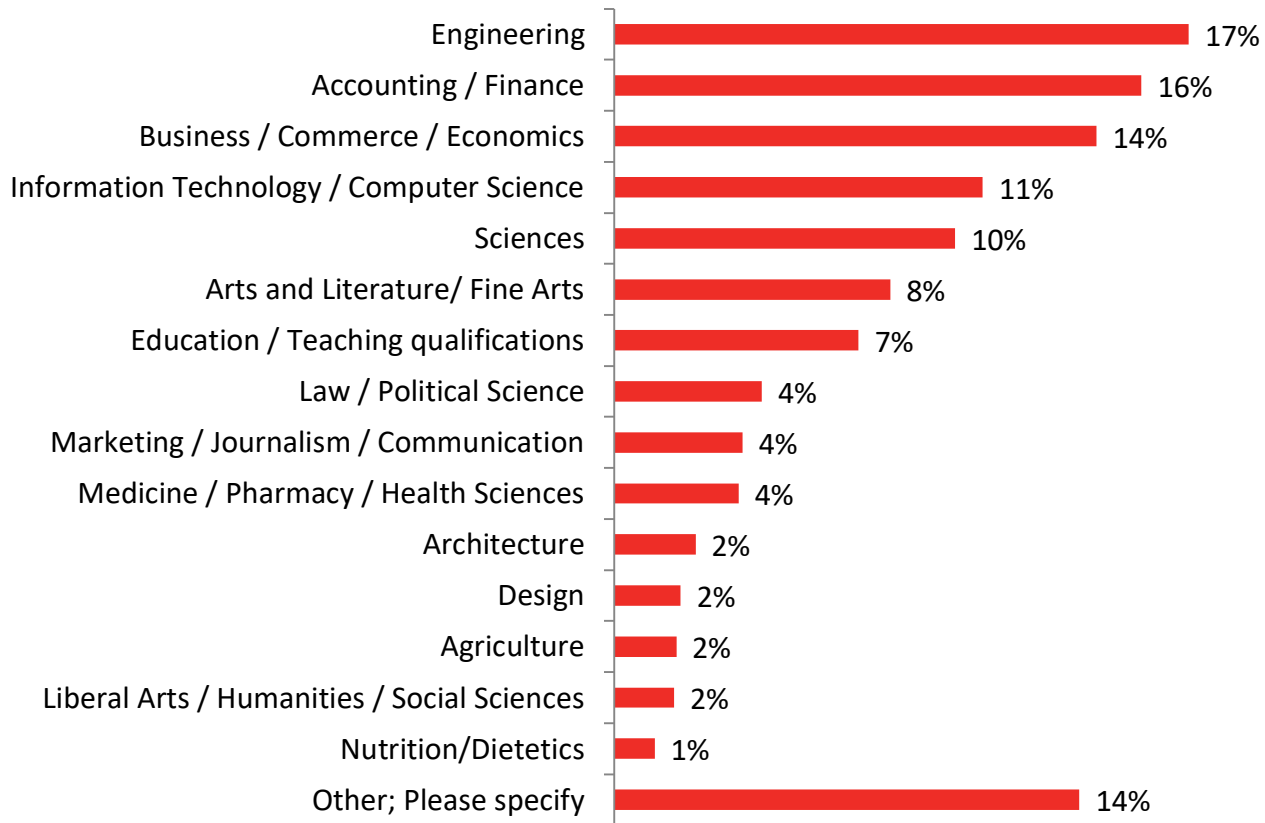
	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan
Base: All respondents	407	112	44	31	53	55	178	216	134	122	33	99
KSA	83%	1%	-	3%	-	2%	-	-	-	-	-	1%
Egypt	2%	5%	23%	6%	4%	-	-	98%	-	-	-	-
Jordan	1%	-	9%	6%	2%	-	98%	-	-	1%	-	-
Morocco	-	2%	-	-	-	-	-	-	96%	-	-	-
Algeria	-	1%	-	-	-	-	-	-	-	98%	3%	-
Sudan	3%	4%	2%	10%	-	-	-	1%	-	-	-	95%
India	2%	36%	14%	19%	15%	-	-	-	-	-	-	-
Syria	1%	2%	-	3%	-	20%	1%	-	-	-	-	2%
Lebanon	0%	2%	2%	-	-	78%	-	-	-	1%	-	-
Pakistan	2%	14%	16%	16%	6%	-	-	-	-	-	-	-
Oman	-	-	-	-	70%	-	-	-	-	-	-	-
Tunisia	-	1%	-	-	-	-	-	-	-	-	97%	-
Palestine	-	-	-	-	-	-	1%	-	-	-	-	-
Iraq	-	-	-	-	-	-	-	-	-	-	-	-
United Arab Emirates	-	11%	2%	-	-	-	1%	-	-	-	-	-
Kuwait	-	-	25%	-	-	-	-	-	-	-	-	-
Bangladesh	1%	2%	-	10%	-	-	-	-	-	-	-	-
Libya	-	-	-	-	-	-	-	-	-	-	-	-
Others	3%	21%	7%	19%	4%	0%	0%	0%	4%	1%	0%	2%

Q2b. Where did you complete your most recent education qualification?

All figures are %'s

Subjects/areas studied

- The most commonly studied subjects include engineering (17%), accounting/ finance (16%), business/ commerce/ economics (14%), and information technology / computer science (11%).



Base: All respondents (1582)

Q4b. And what subject area/s did you study in your bachelor/master/PhD?

All figures are %'s

Country in which most recent qualification was completed

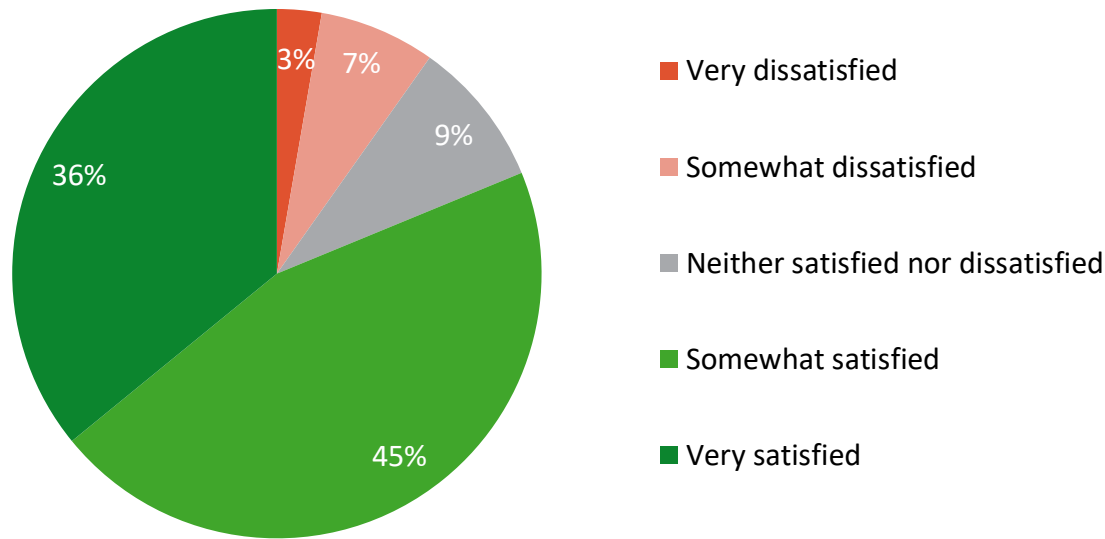
	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan
Base: All respondents	407	112	44	31	53	55	178	216	134	122	33	99
Engineering	10%	27%	23%	16%	28%	20%	28%	16%	5%	18%	24%	13%
Accounting / Finance	10%	20%	20%	19%	17%	22%	19%	24%	10%	12%	18%	19%
Business / Commerce / Economics	16%	15%	14%	6%	19%	24%	13%	10%	12%	11%	18%	15%
Information Technology / Computer Science	13%	8%	9%	10%	15%	11%	4%	7%	8%	11%	18%	20%
Sciences	14%	4%	9%	3%	4%	2%	6%	8%	19%	11%	9%	9%
Arts and Literature/ Fine Arts	9%	9%	14%	10%	6%	5%	4%	7%	16%	8%	6%	2%
Education / Teaching qualifications	10%	4%	-	13%	6%	7%	3%	10%	8%	7%	3%	2%
Law / Political Science	4%	2%	-	3%	2%	-	1%	6%	14%	7%	6%	2%
Marketing / Journalism / Communication	4%	4%	7%	6%	4%	9%	4%	1%	3%	5%	-	3%
Medicine / Pharmacy / Health Sciences	5%	4%	-	-	-	2%	4%	2%	1%	4%	-	3%
Architecture	1%	6%	5%	3%	2%	2%	2%	2%	2%	2%	3%	1%
Design	2%	3%	-	3%	4%	5%	2%	3%	-	2%	3%	1%
Agriculture	1%	1%	-	6%	-	-	3%	1%	4%	3%	6%	2%
Liberal Arts / Humanities / Social Sciences	2%	-	2%	3%	2%	-	3%	2%	4%	-	-	-
Nutrition/Dietetics	2%	-	-	3%	-	2%	2%	-	1%	2%	-	2%
Other; Please specify	15%	13%	16%	10%	11%	5%	11%	16%	15%	21%	12%	12%

Q2b. Where did you complete your most recent education qualification?

All figures are %'s

Satisfaction with quality of higher education

- Respondents appear to be generally satisfied with the quality of higher education they received (81%), although only 36% state that they are 'very' satisfied.



Base: All respondents (1582)

Q6. Overall, how satisfied are you with the quality of the higher education you received?

All figures are %'s

Satisfaction with quality of higher education

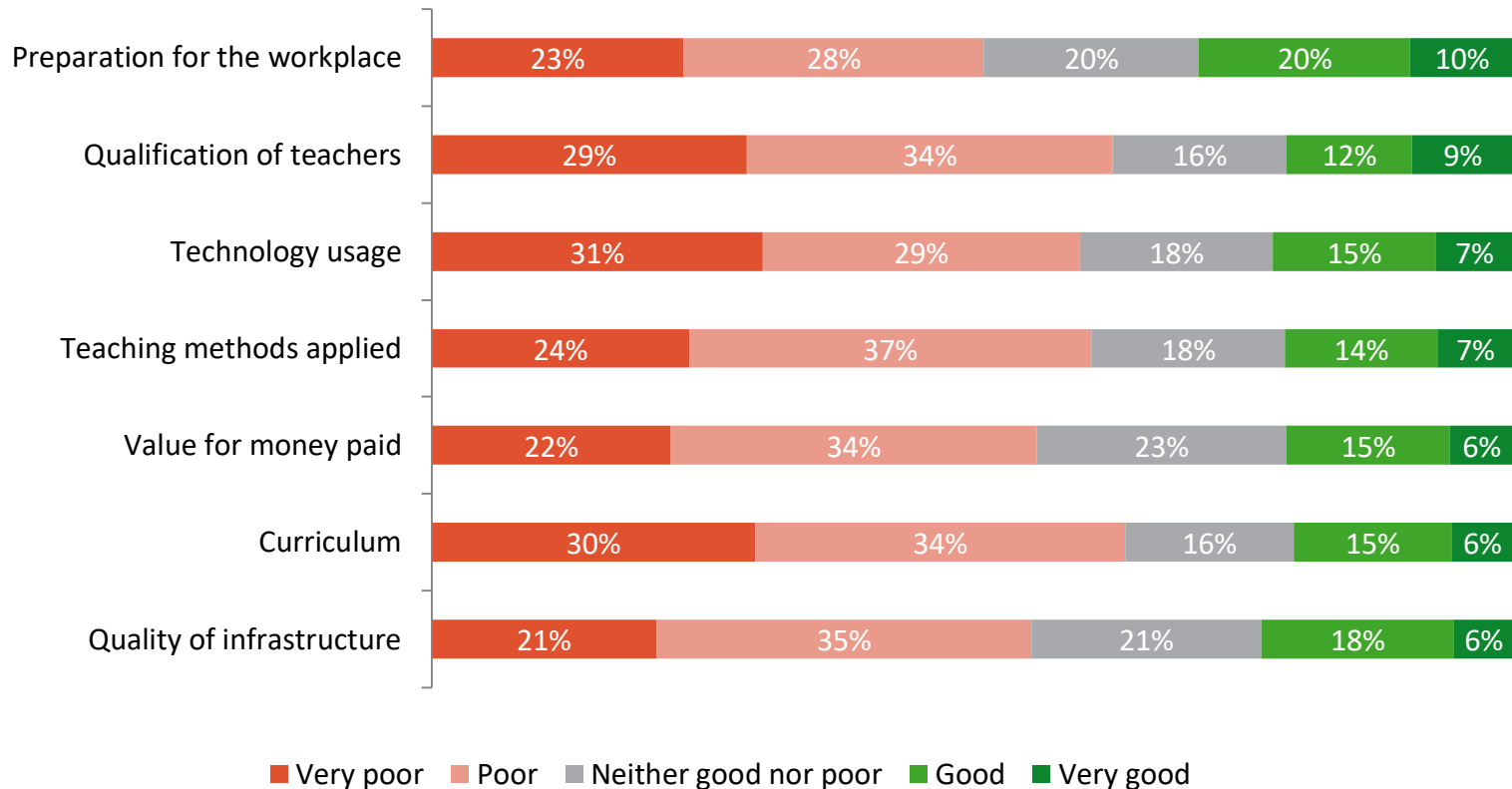
	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan
Base: All respondents	407	112	44	31	53	55	178	216	134	122	33	99
Very satisfied	42%	55%	52%	65%	42%	24%	29%	26%	26%	31%	30%	36%
Somewhat satisfied	44%	32%	36%	26%	49%	60%	52%	47%	47%	48%	55%	44%
Neither satisfied nor dissatisfied	8%	8%	5%	6%	6%	11%	9%	9%	13%	11%	3%	10%
Somewhat dissatisfied	4%	4%	2%	3%	2%	5%	8%	11%	10%	9%	9%	6%
Very dissatisfied	2%	1%	5%	-	2%	-	2%	7%	3%	2%	3%	3%

Q6. Overall, how satisfied are you with the quality of the higher education you received?

All figures are %'s

Evaluating the quality of higher education

- The majority of respondents rate the quality of their higher education as not very satisfactorily across all other attributes.
- The highest dissatisfaction is on the qualification of teachers, the curriculum and the teaching methods applied.



Base: All respondents (1582)

Q5. How would you rate the quality of the higher education you received on each of the following aspects?

All figures are %'s

Evaluating the quality of higher education

	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan
Base: All respondents	407	112	44	31	53	55	178	216	134	122	33	99
Preparation for the workplace												
Very poor	35%	12%	27%	13%	19%	16%	22%	20%	14%	16%	24%	32%
Poor	28%	11%	9%	13%	32%	20%	24%	31%	32%	38%	42%	36%
Neither good nor poor	17%	20%	25%	10%	6%	27%	24%	21%	26%	30%	18%	12%
Good	12%	43%	25%	39%	32%	29%	22%	18%	16%	15%	9%	13%
Very good	8%	15%	14%	26%	11%	7%	7%	10%	12%	2%	6%	6%
Qualification of teachers												
Very poor	45%	13%	18%	16%	21%	13%	35%	21%	13%	18%	33%	49%
Poor	29%	13%	23%	19%	38%	40%	39%	41%	40%	50%	36%	31%
Neither good nor poor	15%	9%	9%	6%	11%	16%	13%	18%	32%	25%	6%	10%
Good	5%	39%	23%	26%	9%	22%	9%	12%	9%	5%	18%	7%
Very good	7%	26%	27%	32%	21%	9%	4%	8%	6%	2%	6%	2%

Q5. How would you rate the quality of the higher education you received on each of the following aspects?

All figures are %'s

Evaluating the quality of higher education

	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan
Base: All respondents	407	112	44	31	53	55	178	216	134	122	33	99
Technology usage												
Very poor	48%	14%	23%	16%	38%	22%	31%	27%	18%	17%	27%	36%
Poor	27%	13%	16%	19%	23%	25%	37%	29%	38%	35%	36%	37%
Neither good nor poor	12%	17%	14%	19%	9%	15%	16%	22%	24%	39%	15%	11%
Good	9%	39%	25%	19%	19%	31%	10%	15%	15%	7%	18%	9%
Very good	4%	17%	23%	26%	11%	7%	6%	7%	5%	1%	3%	6%
Teaching methods applied												
Very poor	40%	10%	11%	19%	26%	13%	28%	18%	8%	12%	24%	35%
Poor	35%	15%	32%	13%	30%	47%	43%	40%	38%	53%	42%	38%
Neither good nor poor	14%	13%	7%	6%	11%	11%	18%	21%	38%	24%	12%	15%
Good	5%	43%	36%	35%	25%	20%	7%	18%	10%	9%	15%	7%
Very good	6%	19%	14%	26%	8%	9%	4%	4%	6%	2%	6%	4%

Q5. How would you rate the quality of the higher education you received on each of the following aspects?

All figures are %'s

Evaluating the quality of higher education

	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan
Base: All respondents	407	112	44	31	53	55	178	216	134	122	33	99
Value for money paid												
Very poor	39%	16%	16%	13%	11%	11%	17%	18%	7%	20%	21%	21%
Poor	32%	13%	30%	13%	45%	27%	37%	40%	32%	36%	36%	47%
Neither good nor poor	17%	20%	14%	23%	21%	33%	25%	20%	38%	38%	27%	20%
Good	7%	41%	30%	42%	13%	20%	16%	18%	19%	4%	12%	9%
Very good	5%	11%	11%	10%	9%	9%	5%	4%	4%	2%	3%	2%
Curriculum												
Very poor	48%	14%	20%	19%	30%	16%	35%	23%	10%	11%	30%	39%
Poor	27%	8%	23%	13%	28%	45%	39%	39%	43%	57%	39%	41%
Neither good nor poor	13%	17%	11%	10%	11%	9%	12%	19%	33%	22%	3%	12%
Good	7%	46%	34%	39%	17%	24%	10%	13%	12%	8%	24%	6%
Very good	5%	15%	11%	19%	13%	5%	3%	5%	2%	1%	3%	1%

Q5. How would you rate the quality of the higher education you received on each of the following aspects?

All figures are %'s

Evaluating the quality of higher education

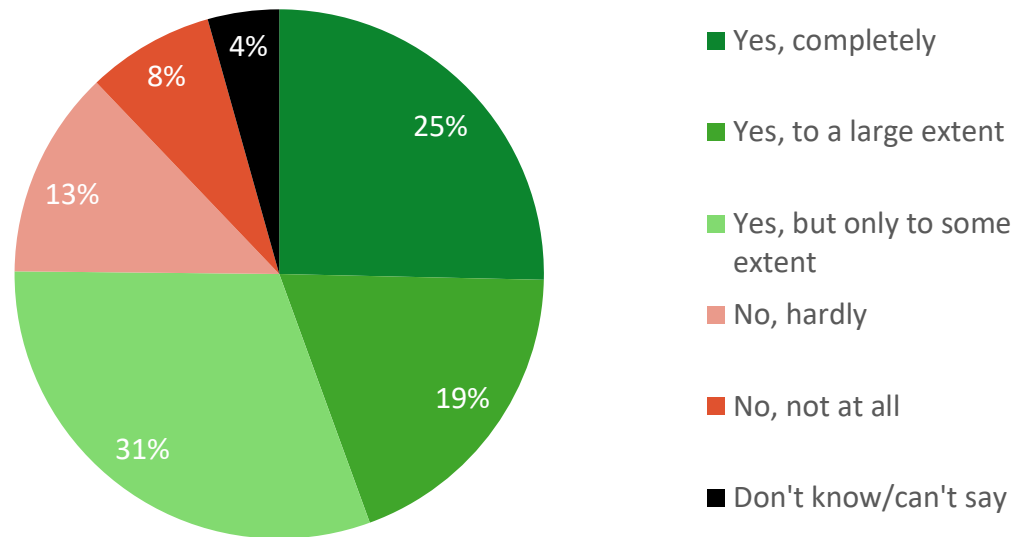
	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan
Base: All respondents	407	112	44	31	53	55	178	216	134	122	33	99
Quality of infrastructure												
Very poor	36%	6%	18%	23%	30%	9%	20%	15%	7%	11%	15%	30%
Poor	36%	14%	23%	6%	26%	31%	40%	41%	32%	48%	30%	37%
Neither good nor poor	13%	16%	11%	13%	17%	27%	19%	24%	40%	35%	36%	15%
Good	11%	50%	32%	39%	17%	25%	16%	17%	17%	6%	18%	14%
Very good	4%	13%	16%	19%	9%	7%	4%	3%	4%	-	-	3%

Q5. How would you rate the quality of the higher education you received on each of the following aspects?

All figures are %'s

Role of education in preparing for industry of choice

- 1 in 4 respondents claim that their education has 'completely' prepared them to target the industry of their choice, while 1 in 5 respondents believe that it has helped to a large extent and 3 in 10 respondents believe that it has helped but only to some extent.



Base: All respondents (1582)

Q7. Did your education prepare you to target your industry of choice?

All figures are %'s

Role of education in preparing for industry of choice

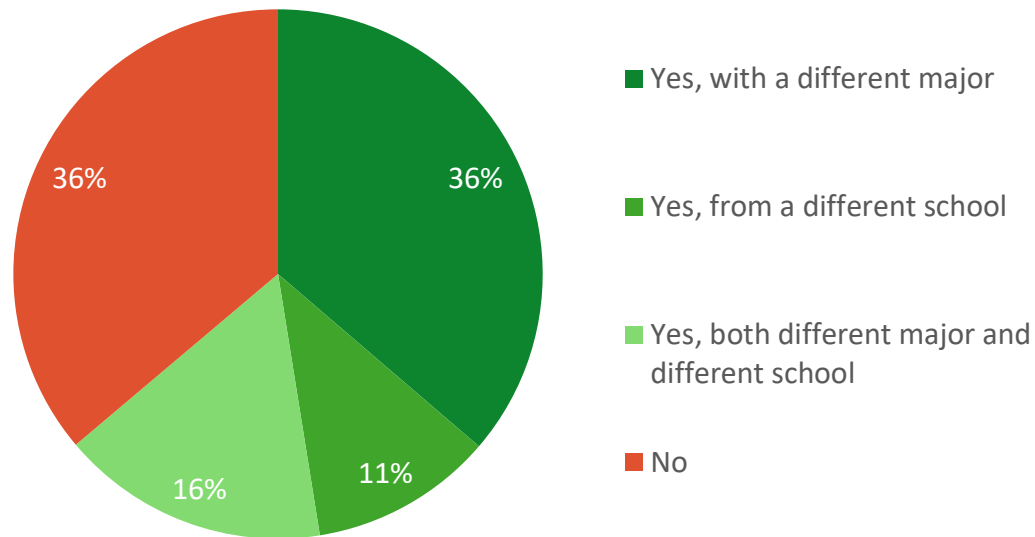
	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan
Base: All respondents	407	112	44	31	53	55	178	216	134	122	33	99
Yes, completely	29%	38%	48%	52%	28%	11%	17%	15%	25%	23%	33%	25%
Yes, to a large extent	16%	13%	20%	16%	19%	16%	15%	25%	8%	29%	27%	30%
Yes, but only to some extent	31%	31%	16%	26%	38%	40%	35%	30%	37%	29%	27%	29%
No, hardly	10%	10%	9%	6%	8%	22%	20%	13%	18%	11%	3%	6%
No, not at all	8%	4%	5%	-	4%	5%	8%	13%	7%	7%	6%	7%
Don't know/can't say	6%	4%	2%	-	4%	5%	4%	4%	4%	2%	3%	2%

Q7. Did your education prepare you to target your industry of choice?

All figures are %'s

Career prospects with a different major/school

- About 36% do not believe that they would have fared better in the job market with a different major or school, although a similar proportion believe that if they had graduated with a different major they would have been in a better position today.



Base: All respondents (1582)

Q12b. Do you think you would have fared better in the job market with a different major or different school?

All figures are %'s

Career prospects with a different major/school

	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan
Base: All respondents	407	112	44	31	53	55	178	216	134	122	33	99
Yes, with a different major	37%	38%	43%	39%	40%	44%	31%	38%	39%	32%	27%	36%
Yes, from a different school	9%	12%	14%	13%	11%	4%	10%	14%	12%	10%	6%	13%
Yes, both different major and different school	15%	25%	16%	16%	9%	18%	12%	16%	23%	24%	24%	7%
No	39%	25%	27%	32%	40%	35%	47%	31%	26%	34%	42%	43%

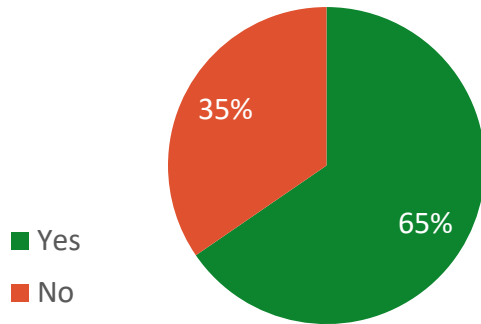
Q12b. Do you think you would have fared better in the job market with a different major or different school?

All figures are %'s

Field of study

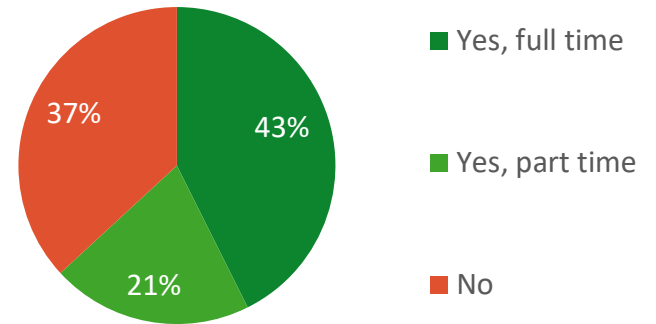
- 65% of the respondents claim to have considered the availability of jobs in their field before deciding their major.
- Moreover, nearly two-thirds of current employees work in their field of study, with 43% being employed full time and 21% part time.

Did you consider the availability of jobs in your field before deciding your major?



Base: All respondents (1582)

Are you currently employed in your field of study?



Base: All respondents who are working (624)

Q36. Did you consider the availability of jobs in your field before deciding your major?
Q33. Are you currently employed in your field of study?

All figures are %'s

Field of study

	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan

Did you consider the availability of jobs in your field before deciding your major?

Base: All respondents	407	112	44	31	53	55	178	216	134	122	33	99
Yes	69%	73%	75%	68%	72%	55%	67%	61%	59%	70%	70%	63%
No	31%	27%	25%	32%	28%	45%	33%	39%	41%	30%	30%	37%

Are you currently employed in your field of study?

Base: All respondents who are working	106	58	27*	14*	10*	28*	50	132	38	53	17*	47
Yes, full time	37%	55%	63%	50%	50%	36%	32%	45%	37%	38%	59%	57%
Yes, part time	19%	9%	22%	7%	20%	14%	10%	22%	26%	34%	12%	21%
No	44%	36%	15%	43%	30%	50%	58%	33%	37%	28%	29%	21%

**Small base, please interpret with caution*

Q36. Did you consider the availability of jobs in your field before deciding your major?

Q33. Are you currently employed in your field of study?

All figures are %'s

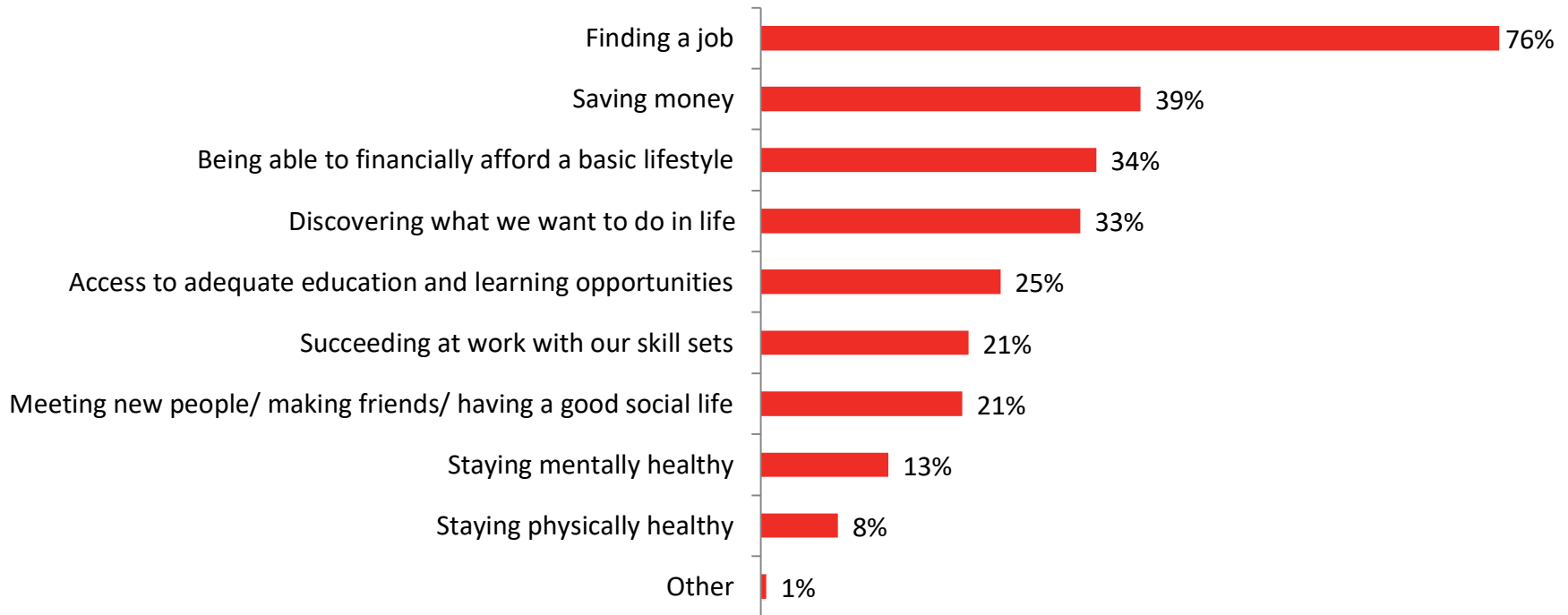


Section 3 B

JOBS FOR FRESH GRADUATES

Top challenges faced by fresh graduates

- When asked what challenges their generation face most, 'finding a job' emerged as the top challenge (76%), and it is higher for respondents in Levant countries (87% in Jordan, 80% in Lebanon), Morocco (81%) and Oman (81%), as compared to GCC and other North African countries.
- 'Saving money' is seen to be a challenge by 39% of respondents (particularly in Levant countries, Egypt and Morocco), followed by 'Being able to financially afford a basic lifestyle' (34% - especially in Levant, Egypt, Sudan) and 'Discovering what to do in life' (33%)



Base: All respondents (1582)

Q30. What challenges does your generation face most?

All figures are %'s

Top challenges faced by fresh graduates

	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan
Base: All respondents	407	112	44	31	53	55	178	216	134	122	33	99
Finding a job	76%	67%	75%	55%	81%	80%	87%	69%	81%	76%	76%	67%
Saving money	39%	31%	36%	29%	30%	44%	44%	42%	41%	34%	33%	31%
Being able to financially afford a basic lifestyle	25%	23%	18%	23%	32%	56%	49%	43%	24%	39%	27%	43%
Discovering what we want to do in life	29%	40%	27%	35%	25%	27%	31%	29%	32%	38%	33%	41%
Access to adequate education and learning opportunities	27%	14%	18%	3%	25%	22%	21%	24%	34%	32%	15%	29%
Succeeding at work with our skill sets	20%	28%	30%	29%	21%	16%	15%	19%	19%	24%	36%	28%
Meeting new people/ making friends/ having a good social life	26%	31%	27%	35%	25%	13%	11%	17%	16%	16%	18%	23%
Staying mentally healthy	12%	10%	18%	26%	15%	24%	14%	16%	16%	14%	12%	6%
Staying physically healthy	10%	11%	14%	3%	13%	7%	4%	7%	5%	10%	6%	6%
Other	0%	1%	-	-	-	-	1%	-	-	2%	-	1%

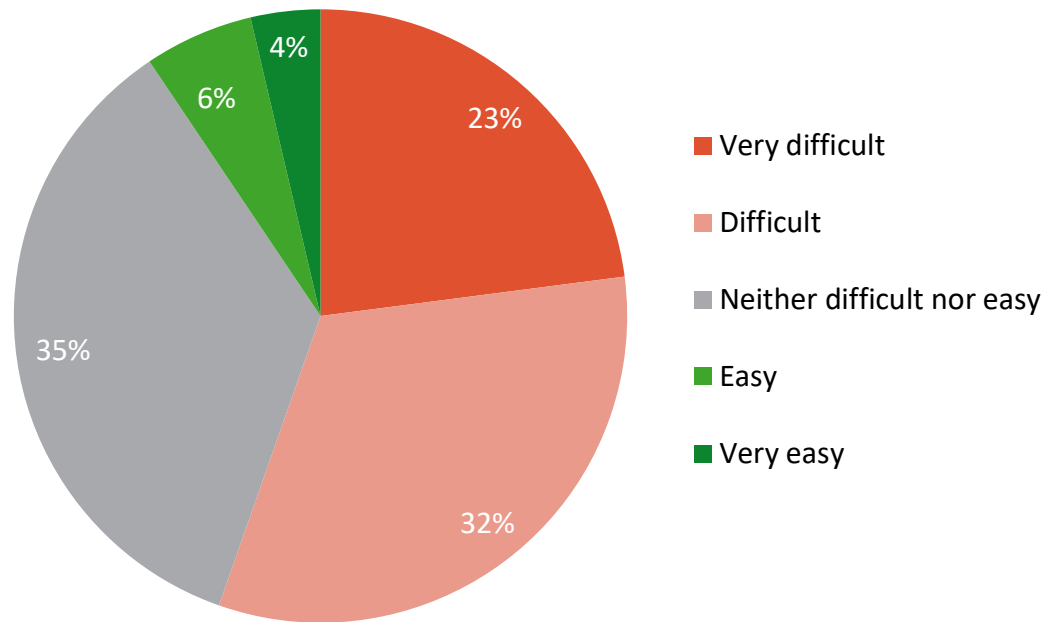
Q30. What challenges does your generation face most?

All figures are %'s



Finding the first job

- More than half of the fresh graduates claim that it was/will be difficult to find their first job, with 23% saying that it was/will be very difficult.
- A higher proportion of respondents in Jordan (71%), and Morocco (68%) claim that it was/will be difficult to find their first job compared to the other countries.



Base: All respondents (1582)

Q12a. How difficult was it/do you think it will be to find your first job?

All figures are %'s

Finding the first job

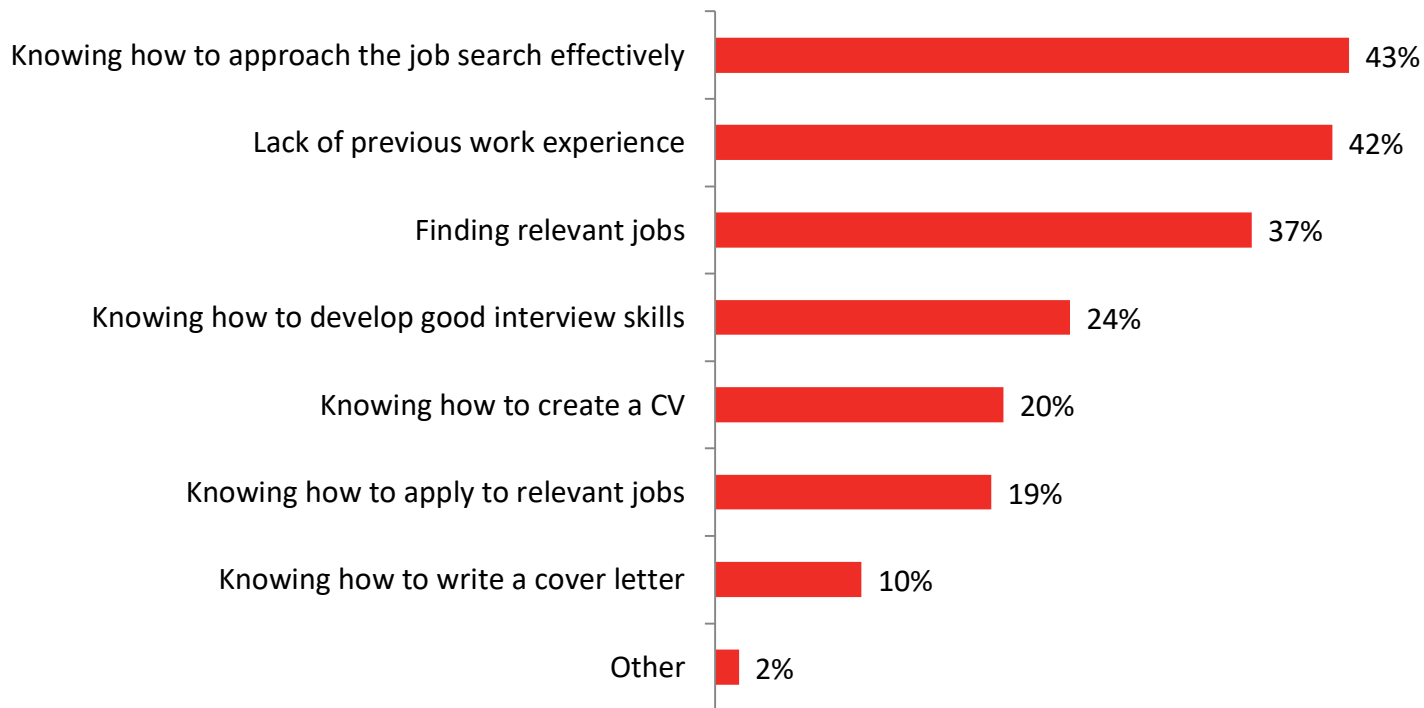
	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan
Base: All respondents	407	112	44	31	53	55	178	216	134	122	33	99
Very easy	3%	11%	7%	6%	2%	-	1%	4%	4%	4%	6%	4%
Easy	6%	9%	16%	3%	8%	4%	4%	7%	1%	5%	6%	7%
Neither difficult nor easy	37%	34%	39%	39%	32%	42%	24%	41%	27%	37%	36%	46%
Difficult	28%	28%	25%	32%	28%	29%	42%	34%	45%	30%	36%	23%
Very difficult	27%	19%	14%	19%	30%	25%	29%	14%	23%	25%	15%	19%

Q12a. How difficult was it/do you think it will be to find your first job?

All figures are %'s

Challenges faced when searching for a job

- Knowing how to approach the job search affectively (43%) and lack of previous work experience (42%) appear to be the biggest challenge faced by respondents.
- Finding relevant jobs (37%) is one of the other big issues faced during a job search.



Base: All respondents (1582)

Q31. When searching for a job, what is/are the greatest challenge/challenges you face?

All figures are %'s

Challenges faced when searching for a job

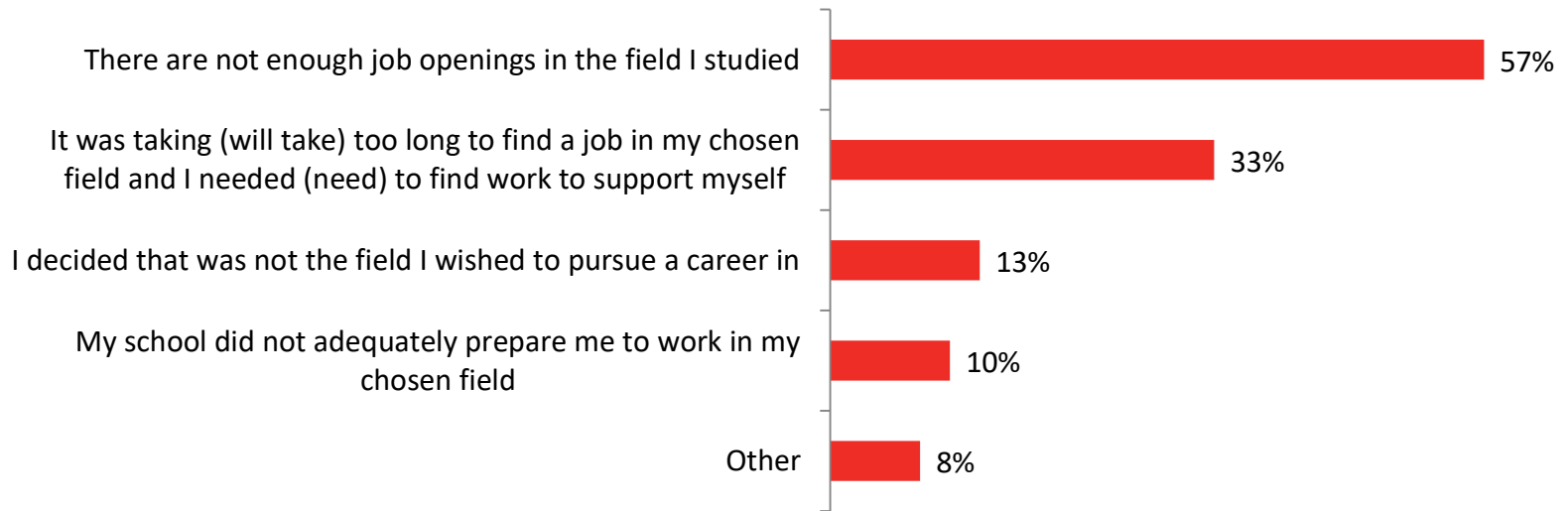
	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan
Base: All respondents	407	112	44	31	53	55	178	216	134	122	33	99
Knowing how to approach the job search effectively	40%	46%	50%	42%	38%	53%	48%	40%	45%	47%	36%	44%
Lack of previous work experience	43%	35%	36%	29%	51%	49%	57%	32%	37%	41%	52%	44%
Finding relevant jobs	37%	32%	27%	32%	36%	36%	43%	38%	36%	35%	39%	31%
Knowing how to develop good interview skills	23%	34%	30%	23%	17%	27%	24%	25%	28%	27%	30%	13%
Knowing how to create a CV	19%	25%	30%	19%	13%	22%	16%	29%	11%	16%	18%	24%
Knowing how to apply to relevant jobs	21%	21%	14%	16%	9%	18%	24%	18%	16%	16%	24%	17%
Knowing how to write a cover letter	11%	15%	14%	13%	6%	16%	13%	8%	7%	7%	12%	6%
Other; Please specify	1%	2%	2%	3%	2%	-	1%	1%	1%	5%	-	1%
None of the above	5%	4%	2%	3%	9%	5%	1%	4%	5%	8%	3%	5%

Q31. When searching for a job, what is/are the greatest challenge/challenges you face?

All figures are %'s

Reasons for not being employed in field of study

- Insufficient job openings is the most common reasons why respondents are not employed in their field of study with nearly 3 in 5 respondents saying so.



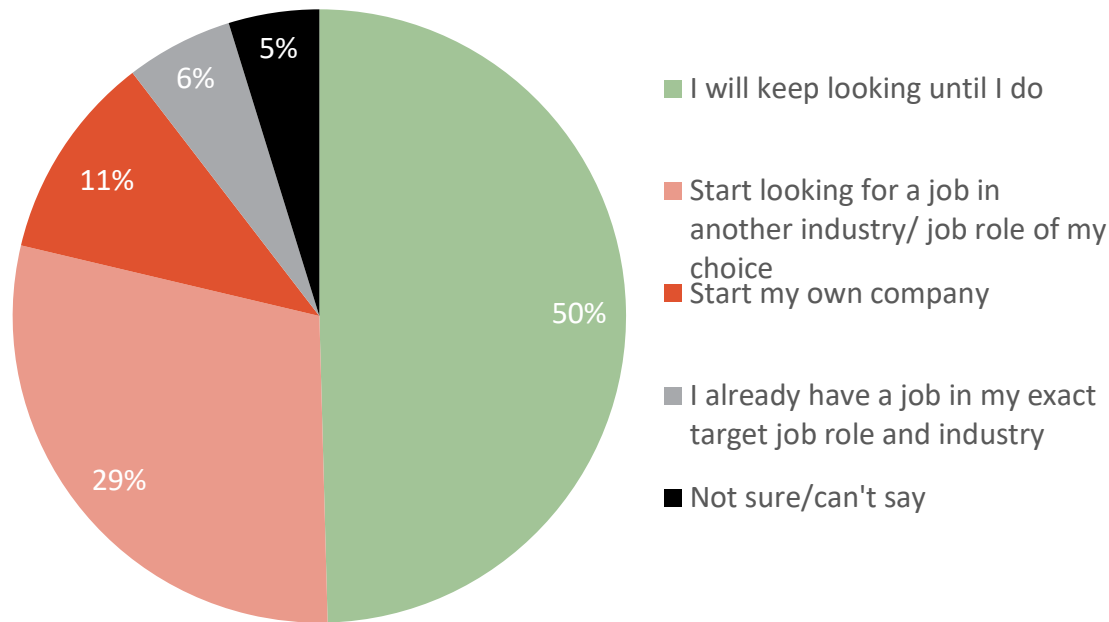
Base: Employed respondents who are not employed in their field of study (230)

Q34. Why aren't you employed in your field of study?

All figures are %'s

Actions if they don't find a job in their target job role/ industry

- When asked what they will do if they do not find a job in their exact target job role/industry, almost half of the fresh graduates said they will keep looking until they do, while 3 in 10 said they will start looking into another role/industry of their choice.



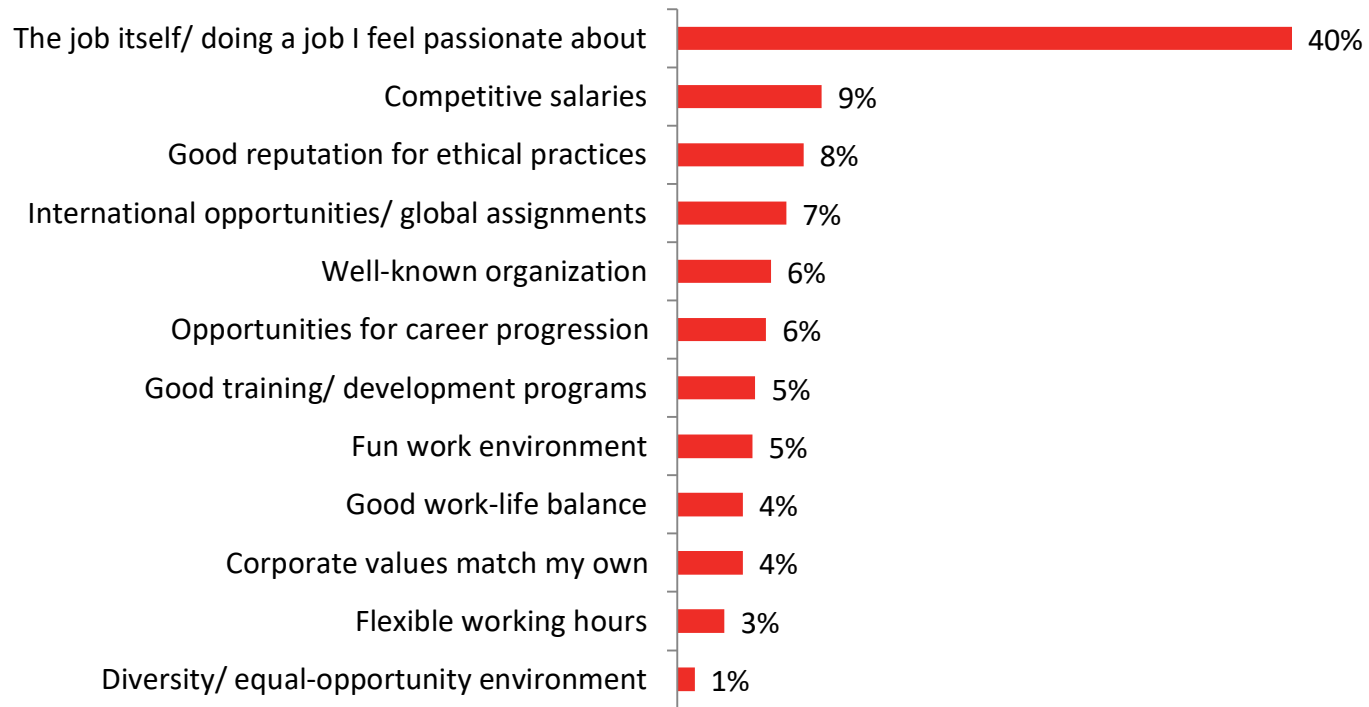
Base: Those who are employed but not in their field of study (230)

Q32. What will you do if you don't find a job in your exact target job role and industry?

All figures are %'s

Attributes ranked first when selecting a job

- The nature of the job/being passionate about the job emerges as the single most important factor for respondents when selecting a job. The same is true across all regions in the MENA.



Base: All respondents (1582)

Q28. Please rank the following in order of how important they are to you when selecting a job, starting with the most important attribute.

All figures are %'s

Attributes ranked first when selecting a job

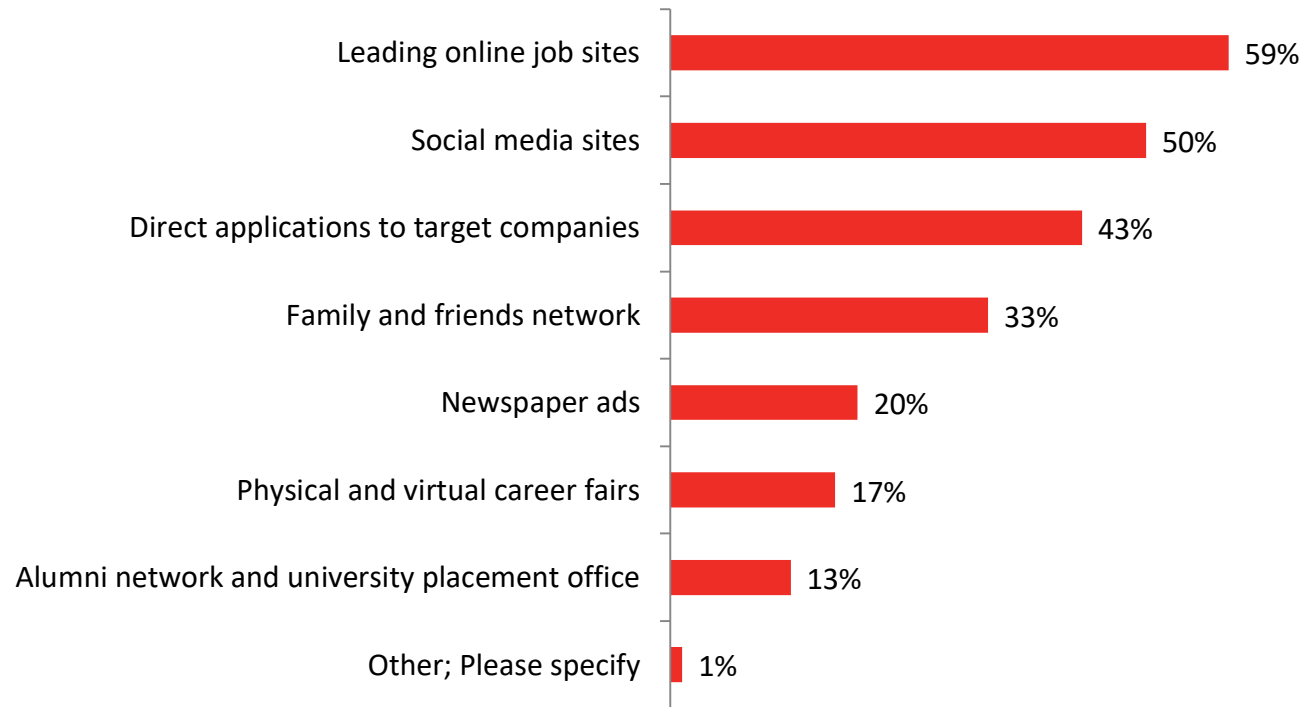
	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan
Base: All respondents	407	112	44	31	53	55	178	216	134	122	33	99
The job itself/ doing a job I feel passionate about	40%	40%	41%	39%	53%	40%	37%	37%	45%	47%	30%	27%
Competitive salaries	12%	14%	14%	13%	2%	7%	6%	11%	4%	9%	3%	10%
Good reputation for ethical practices	8%	4%	9%	3%	2%	13%	15%	5%	9%	11%	3%	10%
International opportunities/global assignments	1%	4%	7%	3%	4%	5%	7%	12%	7%	9%	27%	22%
Well-known organization	7%	6%	7%	13%	6%	7%	7%	9%	3%	2%	6%	8%
Opportunities for career progression	7%	12%	7%	6%	4%	5%	7%	4%	7%	2%	3%	4%
Good training/ development programs	6%	4%	5%	10%	4%	5%	2%	3%	7%	5%	15%	3%
Fun work environment	5%	5%	-	-	6%	11%	6%	6%	4%	2%	3%	5%
Good work-life balance	4%	6%	2%	10%	6%	4%	2%	6%	4%	4%	3%	2%
Corporate values match my own	4%	4%	2%	-	9%	-	6%	3%	2%	6%	6%	6%
Flexible working hours	4%	1%	2%	3%	6%	2%	4%	4%	6%	2%	-	1%
Diversity/ equal-opportunity environment	1%	-	5%	-	-	-	1%	0%	3%	2%	-	1%

Q28. Please rank the following in order of how important they are to you when selecting a job, starting with the most important attribute.

All figures are %'s

Avenues pursued to find first job

- Nearly 6 in 10 respondents used or planned to use leading online job sites to find their first job, followed by social media sites (50%) and direct applications to target companies (43%).



Base: All respondents (1582)

Q12c. What avenues did/will you pursue to find your first job?

All figures are %'s

Avenues pursued to find first job

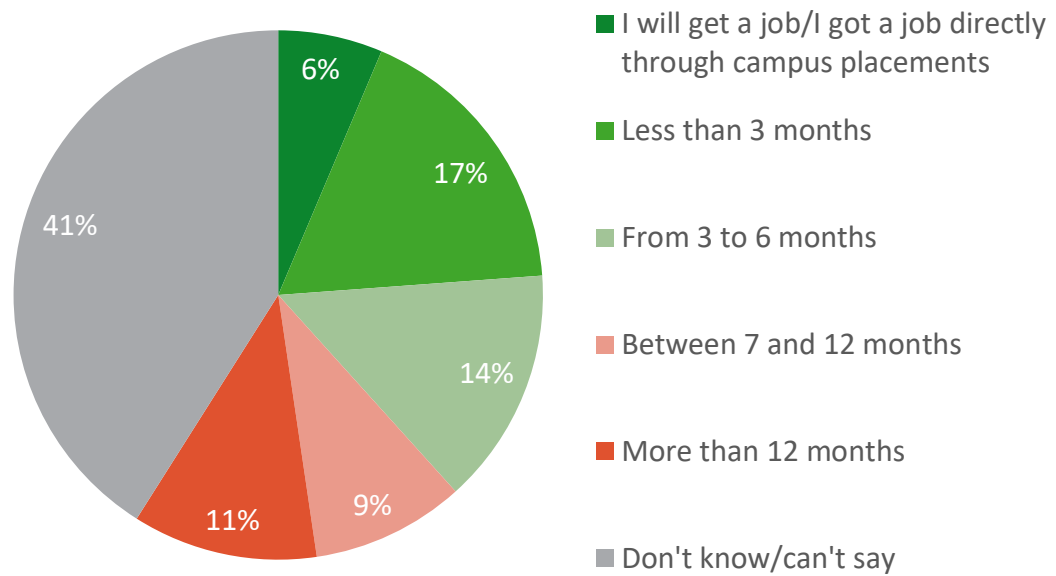
	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan
Base: All respondents	407	112	44	31	53	55	178	216	134	122	33	99
Leading online job sites	62%	46%	61%	42%	62%	67%	60%	54%	55%	69%	64%	58%
Social media sites	54%	34%	48%	35%	47%	53%	66%	53%	36%	49%	36%	49%
Direct applications to target companies	40%	43%	36%	29%	36%	38%	52%	38%	49%	52%	58%	38%
Family and friends network	29%	39%	36%	29%	38%	38%	37%	38%	26%	28%	33%	37%
Newspaper ads	20%	22%	27%	29%	25%	16%	18%	22%	14%	25%	12%	16%
Physical and virtual career fairs	24%	17%	7%	10%	13%	20%	26%	9%	14%	20%	15%	10%
Alumni network and university placement office	12%	9%	7%	13%	8%	11%	16%	14%	10%	19%	9%	8%
Other	2%	-	2%	3%	2%	2%	-	0%	2%	2%	-	2%

Q12c. What avenues did/will you pursue to find your first job?

All figures are %'s

Time to find their first job

- About 2 in 5 fresh graduates are not able to predict how long it will take them to find their first job.
- Only 6% mentioned that they will get a job/ got a job directly through campus placements, although in UAE 12% stated this.



Base: All respondents (1582)

Q12. How long do you think it will take/ has it taken you to find your first job?

All figures are %'s

Time to find their first job

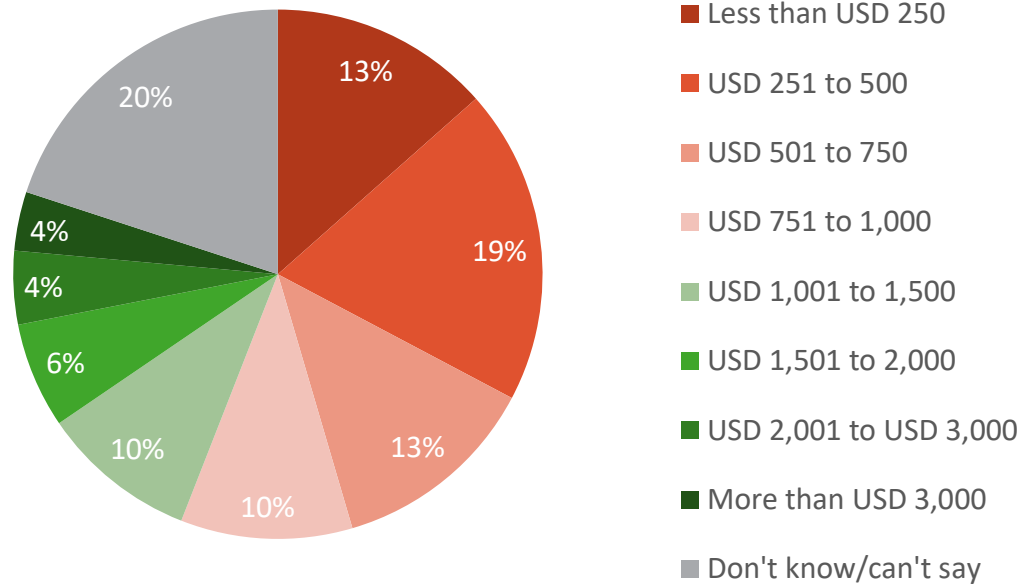
	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan
Base: All respondents	407	112	44	31	53	55	178	216	134	122	33	99
I will get a job/I got a job directly through campus placements	5%	12%	7%	19%	4%	4%	5%	3%	10%	7%	6%	8%
Less than 3 months	12%	30%	20%	16%	11%	22%	13%	29%	16%	10%	18%	17%
From 3 to 6 months	14%	19%	11%	19%	13%	15%	15%	20%	14%	9%	6%	13%
Between 7 and 12 months	10%	6%	14%	3%	6%	7%	14%	8%	8%	12%	9%	7%
More than 12 months	10%	10%	16%	10%	9%	16%	10%	6%	16%	13%	15%	13%
Don't know/can't say	49%	23%	32%	32%	57%	36%	43%	34%	36%	49%	45%	41%

Q12. How long do you think it will take/ has it taken you to find your first job?

All figures are %'s

First salary received/ expected

- One-third of the fresh graduates (33%) claim that they would expect to receive a salary up to USD 500 for their first job.



Base: All respondents (1582)

Q19. Please indicate the monthly salary you received/ would expect to receive for your first job?

All figures are %'s

First salary received/ expected

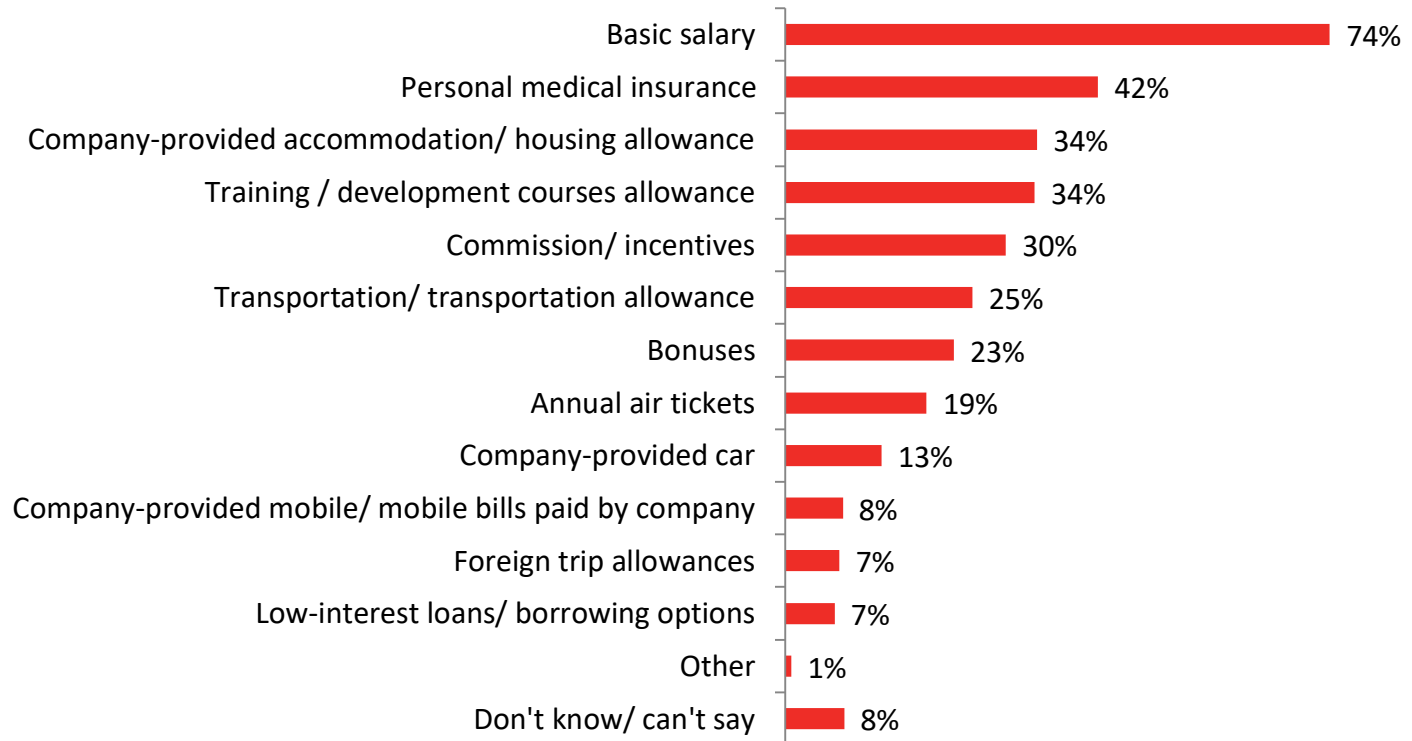
	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan
Base: All respondents	407	112	44	31	53	55	178	216	134	122	33	99
Less than USD 250	7%	7%	5%	3%	2%	-	8%	34%	10%	12%	12%	33%
USD 251 to 500	12%	17%	7%	19%	11%	13%	40%	22%	30%	14%	15%	20%
USD 501 to 750	11%	15%	20%	19%	15%	20%	22%	6%	16%	6%	15%	6%
USD 751 to 1,000	10%	13%	14%	16%	9%	27%	8%	3%	8%	14%	12%	11%
USD 1,001 to 1,500	14%	12%	16%	10%	11%	22%	4%	6%	6%	7%	9%	4%
USD 1,501 to 2,000	10%	9%	5%	3%	11%	11%	1%	3%	7%	7%	6%	5%
USD 2,001 to USD 3,000	7%	7%	9%	6%	6%	4%	2%	3%	1%	6%	-	3%
More than USD 3,000	4%	8%	7%	-	2%	-	2%	3%	1%	2%	9%	3%
Don't know/can't say	26%	12%	18%	23%	32%	4%	13%	19%	21%	32%	21%	14%

Q19. Please indicate the monthly salary you received/ would expect to receive for your first job?

All figures are %'s

Benefits offered by employer for first job

- Three-quarters of fresh graduates expect to be offered a basic salary; and 2 in 5 expect to get personal medical insurance.
- In UAE, about half the fresh graduates also expect company provided accommodation/ housing allowance.



Base: All respondents (1582)

Q18. Which of the following benefits do you expect to be offered/ were you offered by your employer for your first job?

All figures are %'s

Benefits offered by employer for first job

	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan
Base: All respondents	407	112	44	31	53	55	178	216	134	122	33	99
Basic salary	70%	84%	80%	74%	87%	73%	72%	76%	72%	75%	76%	70%
Personal medical insurance	45%	40%	41%	32%	34%	42%	44%	44%	40%	51%	39%	43%
Company-provided accommodation/ housing allowance	32%	51%	23%	39%	30%	36%	20%	33%	36%	43%	39%	41%
Training / development courses allowance	38%	30%	18%	23%	34%	38%	38%	31%	23%	40%	27%	39%
Commission/ incentives	34%	21%	27%	26%	19%	20%	31%	40%	20%	28%	24%	40%
Transportation/ transportation allowance	24%	44%	30%	35%	21%	31%	28%	32%	12%	13%	18%	28%
Bonuses	27%	21%	32%	19%	34%	18%	23%	30%	11%	19%	3%	21%
Annual air tickets	17%	40%	30%	26%	23%	24%	13%	12%	13%	27%	21%	22%
Company-provided car	12%	11%	11%	16%	13%	20%	6%	14%	16%	15%	18%	20%
Company-provided mobile/ mobile bills paid by company	5%	12%	11%	10%	13%	9%	3%	10%	6%	7%	9%	18%
Foreign trip allowances	10%	11%	9%	-	2%	7%	3%	9%	6%	7%	-	11%
Low-interest loans/ borrowing options	10%	3%	2%	10%	4%	11%	3%	4%	6%	10%	9%	11%
Other	1%	-	-	-	-	2%	2%	0%	-	1%	3%	1%
Don't know/ can't say	11%	2%	7%	6%	4%	9%	8%	5%	8%	9%	9%	8%

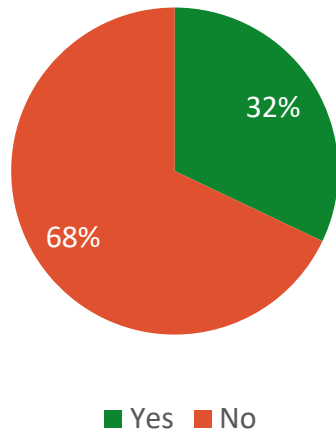
Q18. Which of the following benefits do you expect to be offered/ were you offered by your employer for your first job?

All figures are %'s

Identifying job opportunities through college assistance

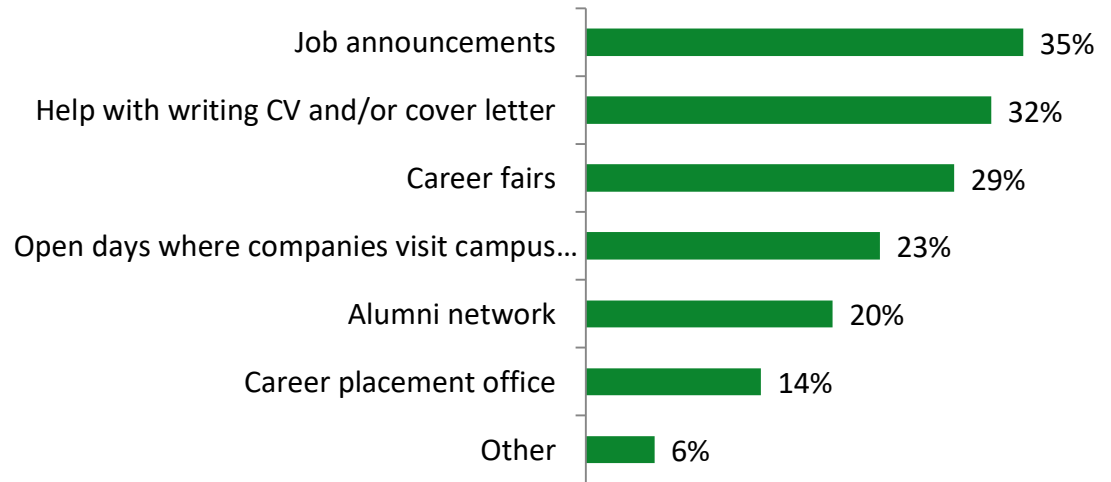
- Nearly 7 in 10 respondents claim that their college did not help them to identify/apply for job opportunities.
- For those who had help, the most common ways were through job announcements (35%), writing a CV/ cover letter (32%) and career fairs (29%)

Did your college or university help you in identifying or applying for suitable jobs?



Base: All respondents (1582)

Ways in which college helped to identify/apply job opportunities



Base: Those who stated their college helped them identify or apply for suitable job opportunities (507)

Q20. Did your college or university help you identify or apply for suitable jobs?

Q21. Please indicate in which ways your college or university has helped you identify or apply for suitable jobs.

All figures are %'s

Identifying job opportunities through college assistance

	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan

Did your college help you identify or apply for suitable jobs?

Base: All respondents	407	112	44	31	53	55	178	216	134	122	33	99
Yes	33%	38%	52%	48%	32%	22%	20%	29%	34%	34%	42%	35%
No	67%	63%	48%	52%	68%	78%	80%	71%	66%	66%	58%	65%

Please indicate in which ways your college has helped you identify or apply for suitable jobs.

Base: Those who stated their college helped them identify or apply for suitable job opportunities	135	42	23*	15*	17*	12*	36	63	45	41	14*	35
Job announcements	36%	31%	52%	27%	35%	42%	36%	38%	44%	34%	29%	23%
Help with writing CV and/or cover letter	36%	21%	13%	40%	65%	42%	28%	29%	51%	27%	43%	14%
Career fairs	29%	33%	48%	33%	59%	67%	31%	14%	24%	32%	21%	26%
Open days where companies visit campus to discuss job opportunities with students	19%	36%	35%	7%	18%	33%	36%	24%	18%	22%	14%	26%
Alumni network	23%	17%	22%	20%	18%	17%	17%	19%	11%	12%	14%	40%
Career placement office	7%	14%	17%	20%	18%	25%	8%	11%	9%	32%	29%	3%
Other	7%	7%	-	-	-	-	3%	5%	2%	17%	-	6%

**Small base, please interpret with caution*

Q20. Did your college or university help you identify or apply for suitable jobs?

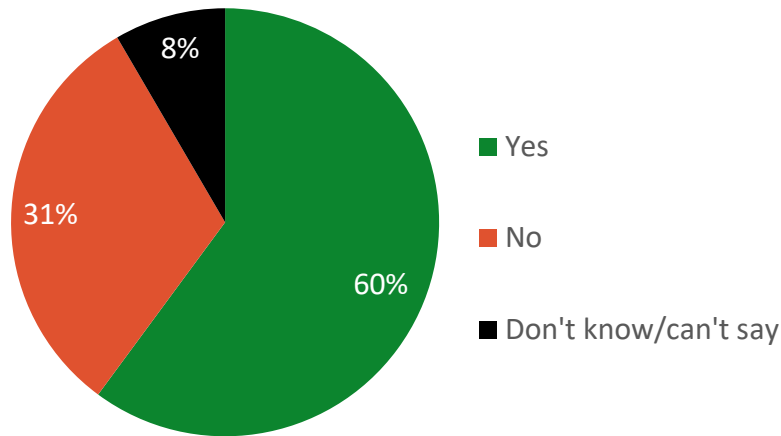
Q21. Please indicate in which ways your college or university has helped you identify or apply for suitable jobs.

All figures are %'s

Work experience acquired prior to or during college

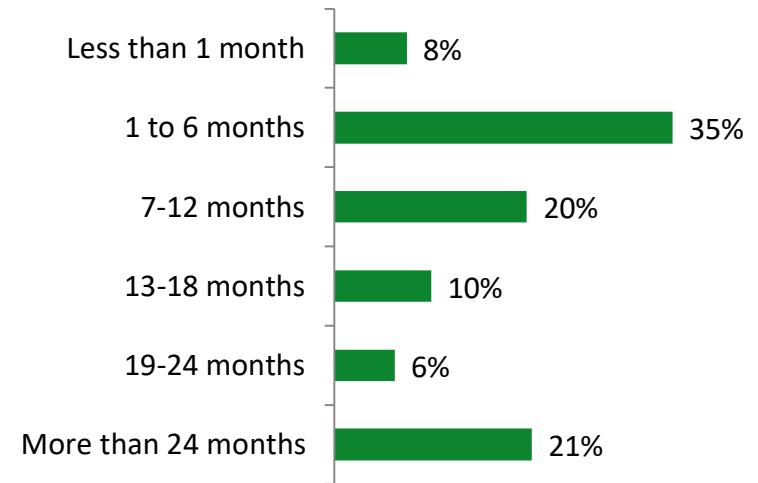
- 3 in 5 acquired work experience before or during college. Of these, 43% worked for a period of up to 6 months.
- Somewhat more respondents in Kuwait (75%) and Sudan (72%) acquired work experience prior to or during college as compared to those in other countries.

Did you acquire any work experience during or before your time in college / university?



Base: All respondents (1582)

Duration of work experience acquired



Base: Those who acquired work experience during/before their time in college/university (951)

Q23. Did you acquire any work experience during or before your time in college / university?

Q24. How much work experience did you acquire during or before your time in college / university?

All figures are %'s

Work experience acquired prior to or during college

	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan
Did you acquire any work experience during or before your time in college / university?												
Base: All respondents	407	112	44	31	53	55	178	216	134	122	33	99
Yes	52%	68%	75%	68%	57%	67%	49%	67%	59%	66%	61%	72%
No	38%	25%	20%	29%	34%	29%	44%	25%	32%	24%	15%	21%
Don't know/can't say	10%	7%	5%	3%	9%	4%	6%	7%	9%	11%	24%	7%
How much work experience did you acquire during or before your time in college / university?												
Base: Those who acquired work experience during/before their time in college/university	211	76	33	21*	30	37	88	145	79	80	20*	71
Less than 1 month	36%	31%	52%	27%	35%	42%	36%	38%	44%	34%	29%	23%
1 to 6 months	36%	21%	13%	40%	65%	42%	28%	29%	51%	27%	43%	14%
7-12 months	29%	33%	48%	33%	59%	67%	31%	14%	24%	32%	21%	26%
13-18 months	19%	36%	35%	7%	18%	33%	36%	24%	18%	22%	14%	26%
19-24 months	23%	17%	22%	20%	18%	17%	17%	19%	11%	12%	14%	40%
More than 24 months	7%	14%	17%	20%	18%	25%	8%	11%	9%	32%	29%	3%

**Small base, please interpret with caution*

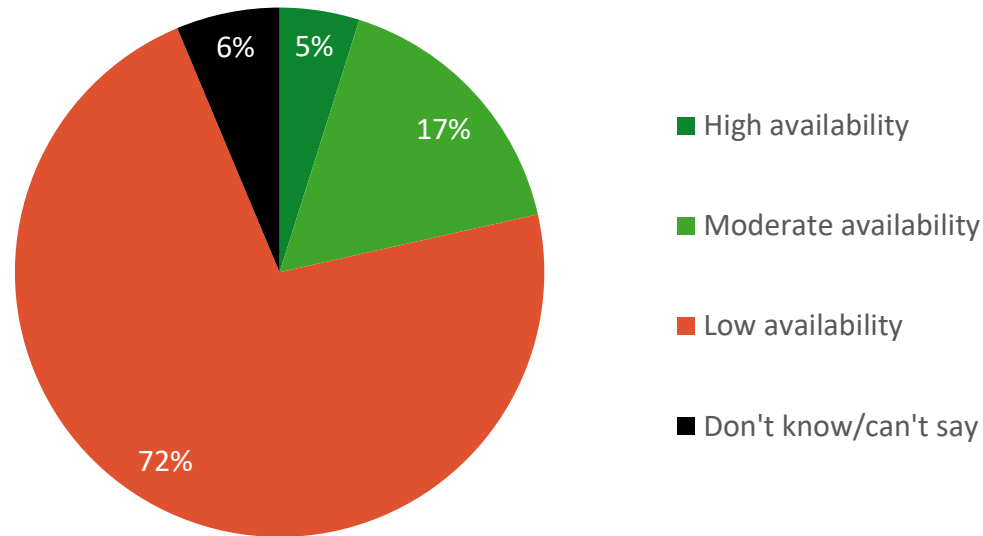
Q23. Did you acquire any work experience during or before your time in college / university?

Q24. How much work experience did you acquire during or before your time in college / university?

All figures are %'s

Availability of jobs in country of residence for fresh graduates

- Generally, respondents in the GCC are more optimistic regarding the job opportunities available in their countries.



Base: All respondents (1582)

Q29. How would you rate the availability of jobs in your country of residence for fresh graduates?

All figures are %'s

Availability of jobs in country of residence for fresh graduates

	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan
Base: All respondents	407	112	44	31	53	55	178	216	134	122	33	99
High availability	6%	13%	9%	29%	2%	-	2%	2%	4%	3%	-	2%
Moderate availability	25%	31%	36%	13%	11%	11%	3%	16%	16%	11%	15%	6%
Low availability	60%	50%	50%	39%	77%	85%	92%	75%	75%	81%	79%	86%
Don't know/can't say	8%	5%	5%	19%	9%	4%	3%	7%	4%	4%	6%	6%

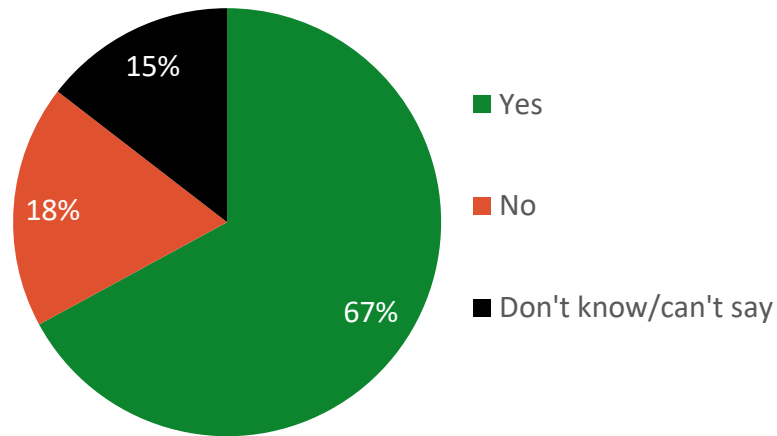
Q29. How would you rate the availability of jobs in your country of residence for fresh graduates?

All figures are %'s

Relocation for employment purposes

- About two-thirds of the respondents (67%) would consider relocating for employment purposes – with relatively higher proportion from North African countries (81% Egypt, 88% Morocco, 92% Algeria, 85% Tunisia, 93% Sudan) claiming so.

Would you consider relocating for employment purposes?



Base: All respondents (1582)

Q14. Would you consider relocating for employment purposes?

All figures are %'s

Relocation for employment purposes

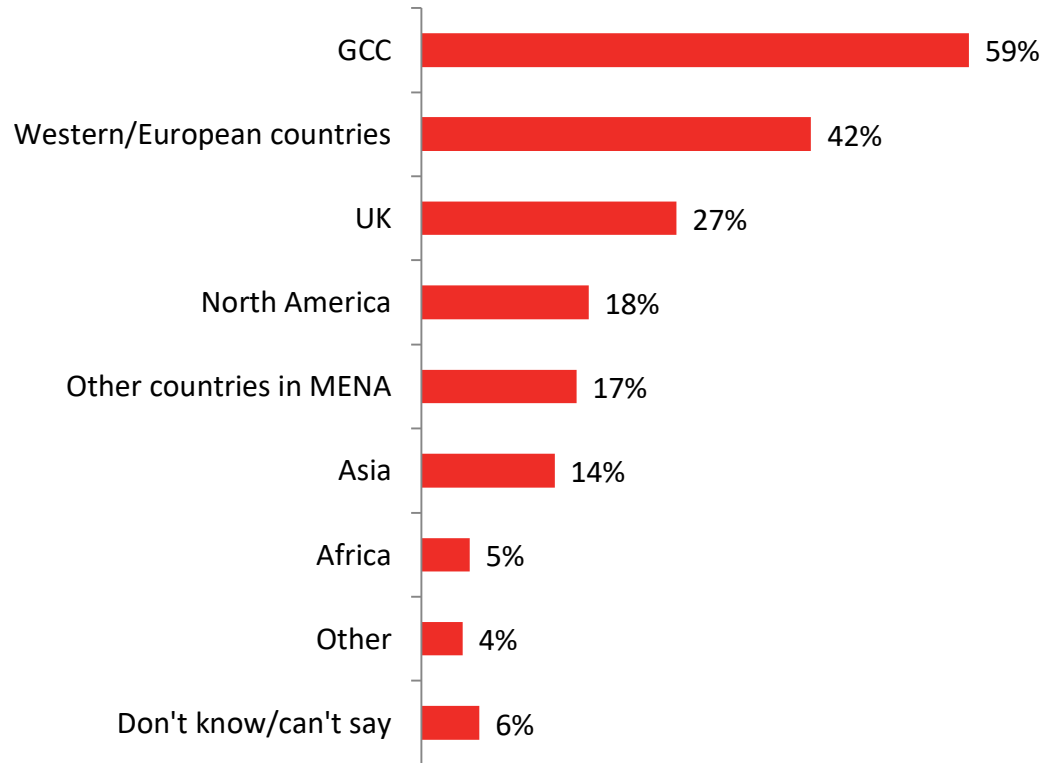
	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan
Base: All respondents	407	112	44	31	53	55	178	216	134	122	33	99
Yes	35%	68%	57%	71%	51%	75%	66%	81%	88%	92%	85%	93%
No	40%	20%	23%	6%	32%	9%	19%	11%	4%	-	6%	4%
Don't know/can't say	25%	13%	20%	23%	17%	16%	16%	8%	8%	8%	9%	3%

Q14. Would you consider relocating for employment purposes?

All figures are %'s

Countries to relocate to

- Most respondents would consider relocating within GCC countries (59%), while 42% of respondents are willing to relocate to Western/European countries.
- Respondents from North African countries like Algeria (74%), Sudan (73%) and Tunisia (71%) are more willing to relocate within GCC countries, as compared to GCC residents themselves.



Base: Those who would consider relocating (1061)

Q15. In which countries would you consider relocating to for employment purposes?

All figures are %'s

Countries to relocate to

	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan
Base: Those who would consider relocating	144	76	25*	22*	27*	41	117	175	118	112	28*	92
GCC	47%	43%	52%	45%	63%	54%	68%	58%	50%	74%	71%	73%
Western/European countries	23%	42%	20%	36%	22%	41%	54%	42%	60%	45%	57%	36%
UK	21%	30%	24%	14%	11%	32%	30%	27%	36%	31%	29%	26%
North America	15%	17%	16%	9%	19%	24%	18%	13%	31%	21%	25%	15%
Other countries in MENA	11%	11%	24%	14%	15%	34%	9%	12%	19%	35%	18%	20%
Asia	13%	17%	12%	14%	15%	20%	9%	13%	14%	17%	14%	21%
Africa	1%	7%	20%	-	-	22%	2%	3%	3%	5%	18%	9%
Other	8%	11%	4%	5%	4%	5%	5%	5%	2%	3%	-	1%
Don't know/can't say	16%	9%	12%	18%	4%	2%	3%	5%	3%	3%	4%	4%

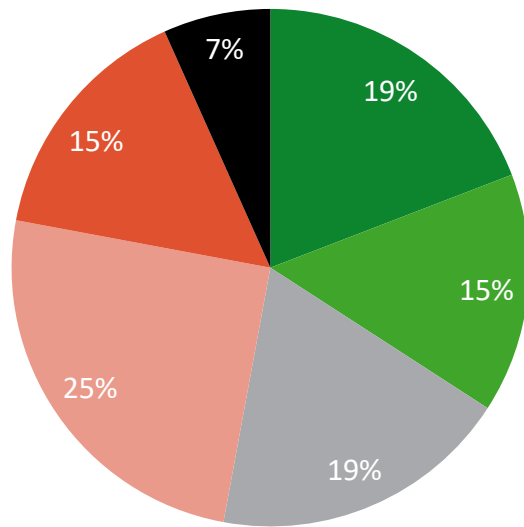
**Small base, please interpret with caution*

Q15. In which countries would you consider relocating to for employment purposes?

All figures are %'s

Optimism about career and educational opportunities

- One-third of respondents feel optimistic about the career and educational opportunities for their generation, as compared to their parents' generation.
- UAE residents (61%) are the most optimistic, while Tunisia (18%) and KSA residents (22%) are the least optimistic about career and educational opportunities for their generation, compared to other countries in the region.



- I am very optimistic that our generation has better opportunities
- I am somewhat optimistic that our generation has better opportunities
- I am neither optimistic nor pessimistic that our generation has better opportunities
- I am not so optimistic that our generation has better opportunities
- I am not at all optimistic that our generation has better opportunities
- Don't know/can't say

Base: All respondents (1582)

Q25. How optimistic are you about career and educational opportunities for your generation as compared to your parents' generation?

All figures are %'s

Optimism about career and educational opportunities

	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan
Base: All respondents	407	112	44	31	53	55	178	216	134	122	33	99
I am very optimistic that our generation has better opportunities	12%	42%	30%	39%	21%	13%	20%	19%	14%	13%	15%	19%
I am somewhat optimistic that our generation has better opportunities	10%	19%	20%	13%	15%	31%	22%	16%	19%	11%	3%	7%
I am neither optimistic nor pessimistic that our generation has better opportunities	19%	16%	16%	10%	23%	25%	22%	19%	21%	18%	15%	15%
I am not so optimistic that our generation has better opportunities	25%	9%	20%	16%	26%	22%	25%	28%	24%	31%	42%	31%
I am not at all optimistic that our generation has better opportunities	25%	4%	7%	10%	8%	7%	7%	12%	16%	19%	12%	25%
Don't know/can't say	8%	11%	7%	13%	8%	2%	3%	6%	6%	8%	12%	2%

Q25. How optimistic are you about career and educational opportunities for your generation as compared to your parents' generation?

All figures are %'s

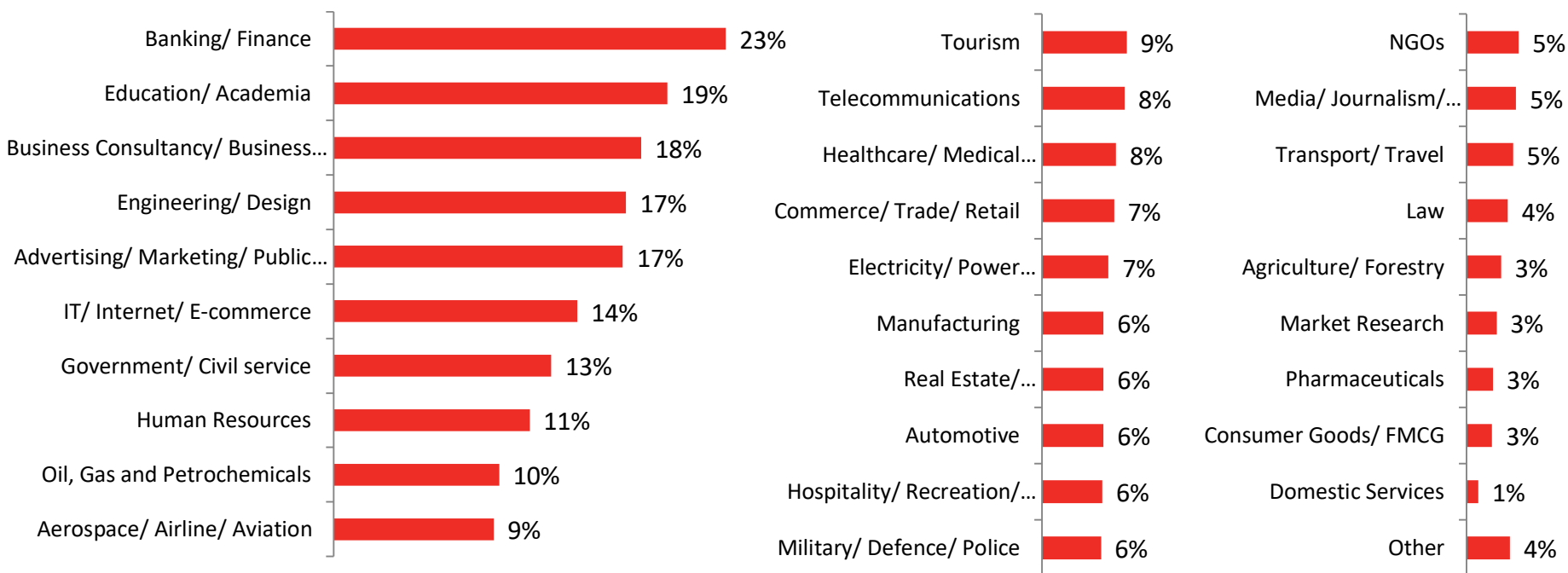


Section 3 C

MOST ATTRACTIVE INDUSTRIES

Most appealing industries from a career perspective

- Banking/finance (23%) emerge as the most appealing industries from a career point of view, followed by Education/ Academia (19%) and Business Consultancy (18%).



Base: All respondents (1582)

Q8. Which of the following industries are most appealing to you from a career point of view?

All figures are %'s

Most appealing industries from a career perspective

	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan
Base: All respondents	407	112	44	31	53	55	178	216	134	122	33	99
Banking/ Finance	32%	20%	20%	23%	23%	18%	26%	25%	13%	7%	24%	26%
Education/ Academia	24%	13%	7%	16%	19%	24%	21%	17%	21%	20%	18%	15%
Business Consultancy/ Business Management/ Management Consulting	22%	13%	16%	3%	25%	27%	20%	11%	13%	16%	27%	21%
Engineering/ Design	11%	25%	20%	19%	21%	25%	24%	22%	7%	16%	15%	15%
Advertising/ Marketing/ Public Relations	14%	18%	14%	19%	19%	22%	15%	20%	17%	23%	15%	17%
IT/ Internet/ E-commerce	13%	11%	14%	10%	17%	20%	11%	12%	16%	16%	15%	23%
Government/ Civil service	28%	16%	14%	10%	21%	4%	9%	5%	5%	5%	-	7%
Human Resources	18%	5%	9%	16%	8%	7%	13%	7%	10%	10%	6%	11%
Oil, Gas and Petrochemicals	7%	11%	11%	10%	13%	-	6%	15%	4%	20%	15%	6%
Aerospace/ Airline/ Aviation	12%	6%	18%	3%	6%	13%	6%	10%	6%	8%	6%	9%

Q8. Which of the following industries are most appealing to you from a career point of view?

All figures are %'s

Most appealing industries from a career perspective

	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan
Base: All respondents	407	112	44	31	53	55	178	216	134	122	33	99
Tourism	6%	15%	7%	6%	2%	13%	6%	10%	12%	12%	15%	7%
Telecommunications	8%	13%	9%	6%	9%	9%	7%	8%	1%	13%	6%	16%
Healthcare/ Medical services	11%	7%	7%	6%	4%	5%	11%	3%	3%	5%	6%	7%
Commerce/ Trade/ Retail	5%	3%	16%	6%	8%	11%	6%	12%	9%	9%	6%	3%
Electricity/ Power Generation/ Water	7%	9%	-	3%	11%	4%	8%	7%	7%	9%	12%	5%
Manufacturing	3%	13%	2%	10%	6%	7%	8%	7%	7%	7%	6%	5%
Real Estate/ Construction/ Property Development	3%	12%	14%	3%	9%	9%	7%	9%	4%	6%	-	5%
Automotive	4%	6%	2%	6%	2%	4%	4%	8%	14%	10%	21%	8%
Hospitality/ Recreation/ Entertainment	5%	12%	7%	3%	8%	7%	4%	7%	13%	5%	-	3%
Military/ Defence/ Police	6%	4%	5%	10%	4%	2%	7%	10%	10%	3%	3%	7%

Q8. Which of the following industries are most appealing to you from a career point of view?

All figures are %'s

Most appealing industries from a career perspective

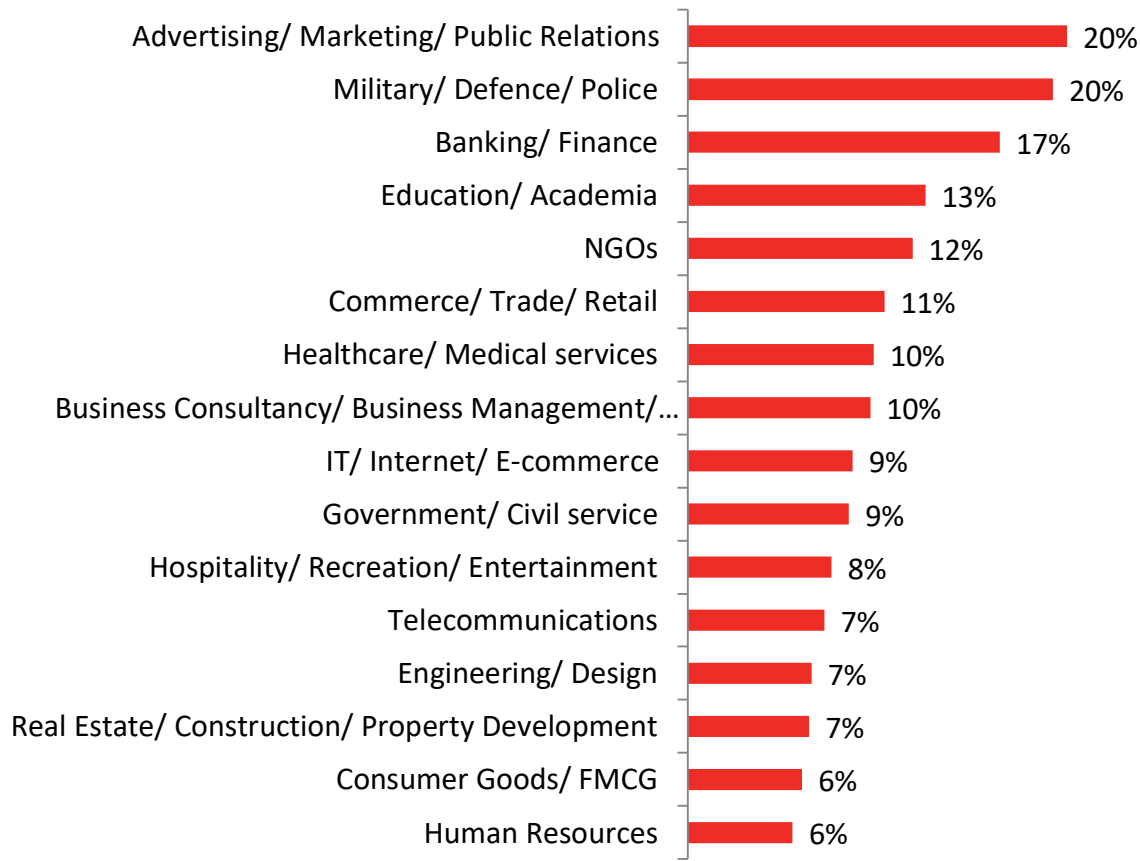
	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan
Base: All respondents	407	112	44	31	53	55	178	216	134	122	33	99
NGOs	3%	4%	2%	10%	6%	5%	13%	4%	1%	2%	3%	14%
Media/ Journalism/ Publishing	3%	4%	7%	-	4%	9%	7%	3%	12%	7%	6%	2%
Transport/ Travel	5%	6%	5%	10%	2%	9%	3%	2%	7%	4%	3%	4%
Law	5%	3%	2%	3%	4%	-	1%	6%	13%	3%	6%	2%
Agriculture/ Forestry	2%	3%	5%	6%	2%	2%	3%	2%	8%	7%	6%	4%
Market Research	2%	4%	2%	6%	-	-	4%	2%	4%	4%	9%	3%
Pharmaceuticals	1%	2%	2%	-	-	2%	5%	6%	-	3%	-	3%
Consumer Goods/ FMCG	2%	6%	2%	13%	2%	7%	2%	1%	2%	2%	-	1%
Domestic Services	1%	-	5%	-	-	-	1%	1%	2%	3%	-	1%
Other	3%	6%	5%	-	9%	2%	2%	6%	6%	5%	-	7%

Q8. Which of the following industries are most appealing to you from a career point of view?

All figures are %'s

Industries that hire the highest number of fresh graduates

- Advertising/ Marketing/ Public Relations (20%) and Military/defence/police (20%) emerged as the industry that hires the highest number of fresh graduates.
- Military/defence/police seems to hire more fresh graduates in North African countries like Morocco (29%), Algeria (27%), Tunisia (27%) and Sudan (27%), and less in UAE (3%) and Kuwait (7%).



Base: All respondents (1582)

Q9. Which industries in your country of residence seem to be hiring the highest number of fresh graduates

All figures are %'s

(*) Industries with % more than 5% are presented

Industries that hire the highest number of fresh graduates

	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan
Base: All respondents	407	112	44	31	53	55	178	216	134	122	33	99
Advertising/ Marketing/ Public Relations	22%	22%	20%	19%	21%	15%	26%	25%	14%	8%	18%	22%
Military/ Defence/ Police	18%	4%	7%	13%	25%	15%	20%	15%	29%	27%	27%	27%
Banking/ Finance	16%	21%	23%	16%	19%	18%	19%	13%	17%	11%	18%	22%
Education/ Academia	12%	7%	7%	10%	11%	11%	11%	4%	22%	31%	3%	17%
NGOs	9%	7%	7%	3%	4%	11%	15%	21%	7%	10%	12%	22%
Commerce/ Trade/ Retail	13%	4%	7%	6%	6%	5%	7%	14%	8%	11%	12%	18%
Healthcare/ Medical services	14%	2%	2%	3%	13%	5%	10%	5%	3%	18%	12%	12%
Business Consultancy/ Business Management/ Management Consulting	12%	12%	11%	3%	15%	16%	7%	8%	7%	10%	9%	8%
IT/ Internet/ E-commerce	10%	15%	16%	6%	13%	9%	12%	4%	7%	3%	15%	7%
Government/ Civil service	11%	7%	11%	3%	8%	5%	6%	2%	1%	18%	6%	16%
Hospitality/ Recreation/ Entertainment	9%	9%	5%	6%	8%	15%	10%	8%	12%	-	12%	-
Telecommunications	7%	9%	2%	-	4%	4%	7%	13%	7%	5%	12%	3%
Engineering/ Design	4%	15%	5%	13%	17%	5%	8%	5%	7%	1%	15%	5%
Real Estate/ Construction/ Property Development	4%	10%	11%	10%	-	2%	3%	13%	10%	5%	6%	8%
Consumer Goods/ FMCG	6%	8%	2%	3%	9%	5%	4%	8%	4%	7%	6%	7%
Human Resources	12%	3%	5%	3%	-	2%	3%	3%	4%	8%	3%	2%

Q9. Which 3 industries in your country of residence seem to be hiring the highest number of fresh graduates?

All figures are %'s

Reasons to hire fresh graduates

- Lower expectations on salary (39%) is the main reasons why respondents believe that some industries hire more fresh graduates than others, followed by more willingness to follow instructions (30%).



Base: Those who mentioned an industry that hires more fresh graduates (1330)

Q40. Why do you think these industries employ more fresh graduates when compared to other industries?

All figures are %'s

Reasons to hire fresh graduates

	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan
Base: Those who mentioned an industry that hires more fresh graduates	336	98	40	22*	40	39	144	177	124	102	28*	91
Fresh graduates have lower expectation on salary	36%	39%	48%	18%	33%	64%	46%	42%	34%	30%	36%	41%
Fresh graduates are compliant and willing to follow instructions	30%	28%	33%	32%	15%	36%	26%	31%	31%	32%	18%	43%
Fresh graduates are able to handle more challenge	31%	33%	30%	23%	30%	21%	24%	24%	27%	28%	21%	35%
Fresh graduates are more creative	21%	23%	15%	23%	25%	23%	17%	17%	18%	22%	25%	22%
Fresh graduates have better teamwork skills	21%	21%	10%	18%	30%	13%	13%	15%	17%	13%	25%	16%
Other	6%	1%	3%	9%	3%	5%	9%	6%	5%	12%	4%	9%

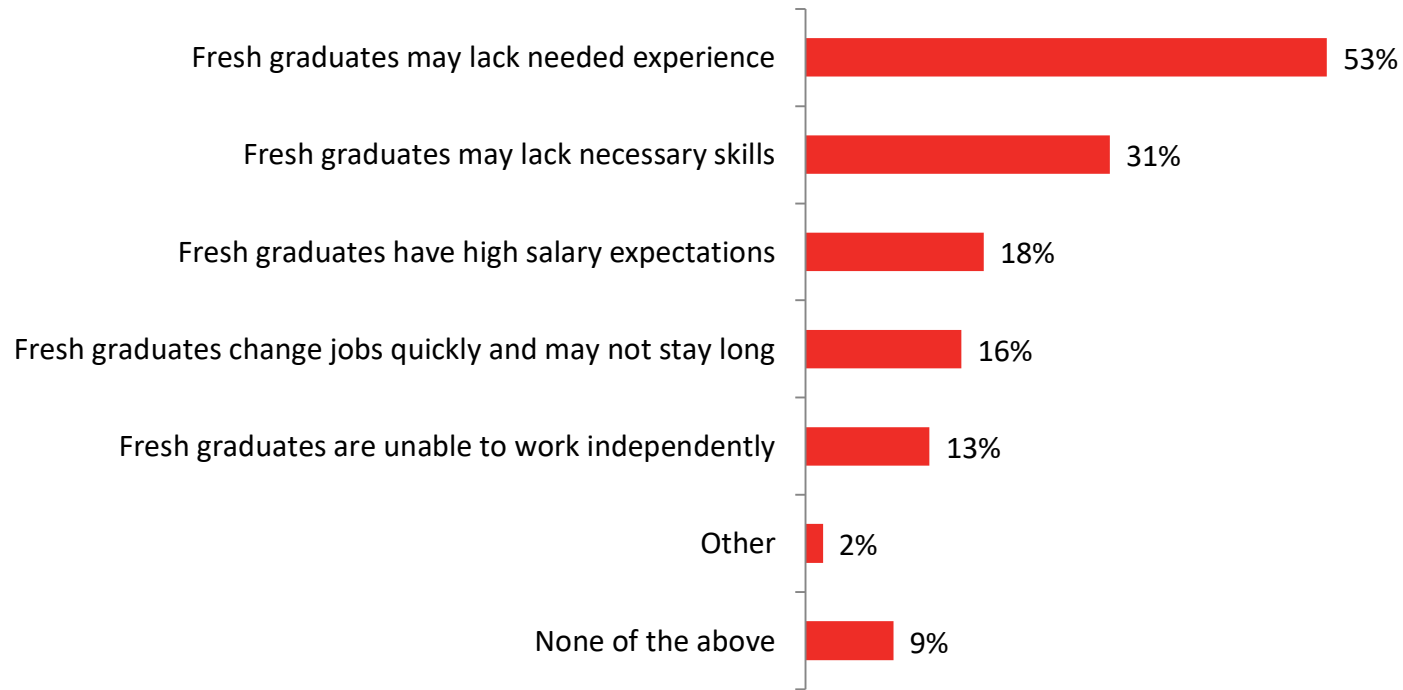
**Small base, please interpret with caution*

Q40. Why do you think these industries employ more fresh graduates when compared to other industries?

All figures are %'s

Reasons fresh graduates are not hired

- A little over half the fresh graduates claim that the lack of needed experience is the main reason why some industries are more hesitant to hire them, followed by not having the necessary skills (31%).



Base: All respondents (1582)

Q41. Why do you think some industries are hesitant when it comes to hiring fresh graduates?

All figures are %'s

Reasons fresh graduates are not hired

	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan
Base: All respondents	407	112	44	31	53	55	178	216	134	122	33	99
Fresh graduates may lack needed experience	50%	56%	52%	55%	60%	71%	63%	50%	43%	57%	55%	48%
Fresh graduates may lack necessary skills	28%	30%	20%	19%	32%	29%	36%	31%	34%	32%	24%	32%
Fresh graduates have high salary expectations	20%	13%	32%	23%	19%	22%	12%	19%	24%	17%	27%	14%
Fresh graduates change jobs quickly and may not stay long	14%	19%	27%	10%	4%	20%	13%	21%	15%	16%	15%	23%
Fresh graduates are unable to work independently	9%	18%	16%	19%	8%	15%	9%	13%	19%	12%	15%	10%
Other	2%	2%	5%	-	-	2%	2%	0%	-	4%	-	2%
None of the above	14%	4%	7%	6%	6%	5%	7%	8%	5%	9%	6%	9%

Q41. Why do you think some industries are hesitant when it comes to hiring fresh graduates?

All figures are %'s



Section 3 D

SKILLS IN DEMAND

Skills required to excel in the workplace

- When asked which skills they believe are required to excel in the workplace, respondents mentioned computer skills (59%) as most important, followed by Academic and technical skills, interpersonal/ team skills and linguistic skills (34%).



Base: All respondents (1582)

Q26. Which of the following skills do you believe are required to excel in the workplace?

All figures are %'s

Skills required to excel in the workplace

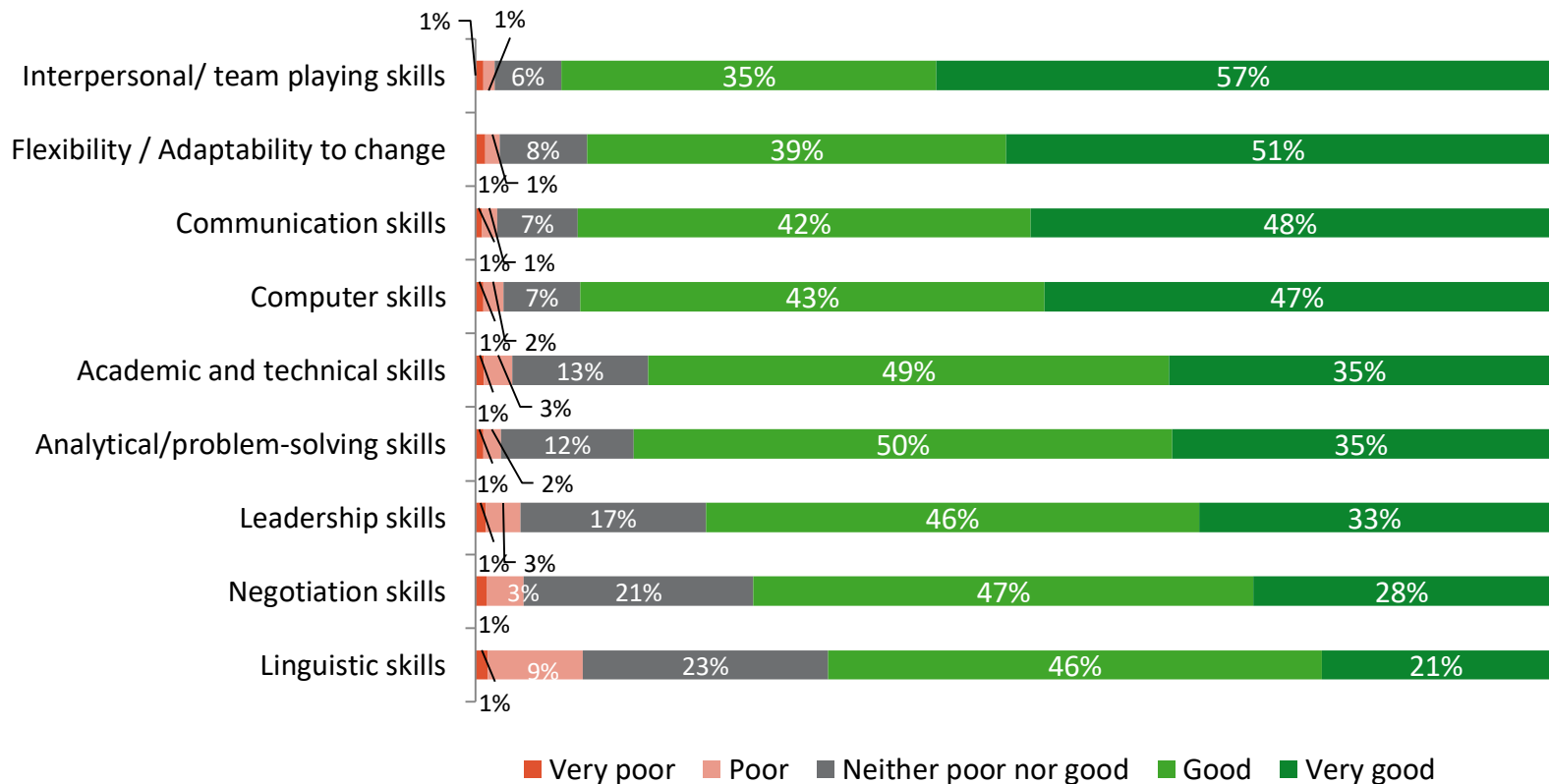
	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan
Base: All respondents	407	112	44	31	53	55	178	216	134	122	33	99
Computer skills	65%	49%	68%	68%	57%	42%	61%	68%	54%	47%	58%	65%
Academic and technical skills	30%	37%	32%	42%	36%	44%	35%	23%	30%	42%	30%	53%
Interpersonal/ team skills	34%	34%	27%	29%	36%	25%	35%	31%	34%	38%	39%	37%
Linguistic skills	35%	12%	18%	23%	28%	33%	30%	46%	39%	33%	33%	37%
Communication skills	30%	49%	48%	39%	45%	29%	38%	26%	36%	29%	27%	13%
Flexibility/ adaptability to change	31%	30%	25%	16%	25%	27%	26%	35%	22%	28%	21%	26%
Analytical/ problem-solving skills	17%	27%	20%	6%	30%	33%	22%	13%	22%	22%	15%	22%
Leadership skills	16%	21%	11%	13%	15%	24%	26%	23%	18%	19%	30%	19%
Negotiation skills	6%	10%	5%	10%	6%	16%	7%	8%	7%	12%	3%	4%
Other	0%	2%	5%	6%	-	-	1%	2%	1%	-	-	1%
Don't know/ Can't say	4%	1%	-	-	-	4%	1%	2%	1%	6%	9%	1%

Q26. Which of the following skills do you believe are required to excel in the workplace?

All figures are %'s

Personal skills assessment

- In terms of their own personal skills, respondents rate themselves highly across most skills.
- Respondents are less confident about their leadership skills, linguistic skills and negotiation skills.



Base: All respondents (1582)

Q27. And how would you rate yourself in terms of the following skills?

All figures are %'s

Personal skills assessment

	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan
Base: All respondents	407	112	44	31	53	55	178	216	134	122	33	99
Interpersonal/team playing skills												
Very poor	0%	2%	-	3%	-	-	1%	1%	1%	1%	-	-
Poor	1%	3%	-	-	-	-	1%	0%	-	3%	3%	-
Neither poor nor good	6%	8%	2%	10%	8%	5%	2%	9%	10%	5%	3%	5%
Good	20%	51%	45%	48%	43%	51%	31%	36%	53%	47%	45%	18%
Very good	72%	37%	52%	39%	49%	44%	66%	54%	37%	44%	48%	77%
Flexibility / Adaptability to change												
Very poor	1%	2%	-	6%	-	-	1%	1%	-	1%	3%	-
Poor	2%	1%	-	-	-	-	1%	1%	2%	2%	3%	-
Neither poor nor good	7%	13%	7%	6%	8%	18%	6%	10%	10%	11%	6%	3%
Good	28%	38%	50%	48%	42%	51%	39%	39%	57%	45%	42%	38%
Very good	63%	46%	43%	39%	51%	31%	54%	48%	30%	41%	45%	59%
Communication skills												
Very poor	0%	2%	-	3%	-	-	1%	1%	-	1%	-	-
Poor	1%	3%	-	-	4%	4%	1%	-	2%	3%	-	-
Neither poor nor good	5%	8%	11%	10%	4%	13%	5%	10%	10%	6%	9%	8%
Good	30%	50%	57%	45%	45%	45%	35%	49%	60%	55%	52%	36%
Very good	62%	38%	32%	42%	47%	38%	58%	40%	28%	35%	39%	56%

Q27. And how would you rate yourself in terms of the following skills?

All figures are %'s

Personal skills assessment

	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan
Base: All respondents	407	112	44	31	53	55	178	216	134	122	33	99
Computer skills												
Very poor	1%	1%	-	-	-	-	-	1%	-	2%	3%	-
Poor	1%	4%	-	-	4%	-	1%	2%	1%	3%	3%	1%
Neither poor nor good	6%	6%	7%	6%	4%	11%	2%	9%	15%	9%	6%	4%
Good	34%	47%	41%	58%	55%	53%	43%	46%	57%	51%	52%	31%
Very good	57%	42%	52%	35%	38%	36%	54%	42%	26%	35%	36%	64%
Academic and technical skills												
Very poor	1%	2%	-	-	-	-	-	1%	1%	1%	3%	-
Poor	2%	2%	2%	-	2%	4%	3%	2%	5%	4%	-	3%
Neither poor nor good	11%	13%	7%	16%	11%	9%	9%	20%	18%	15%	12%	5%
Good	39%	50%	55%	65%	43%	60%	47%	49%	57%	57%	48%	45%
Very good	47%	33%	36%	19%	43%	27%	40%	27%	19%	23%	36%	46%
Analytical/ problem solving skills												
Very poor	0%	4%	-	3%	-	-	-	1%	1%	1%	-	-
Poor	2%	3%	2%	6%	2%	2%	2%	0%	1%	2%	-	-
Neither poor nor good	12%	10%	9%	16%	13%	9%	10%	8%	18%	20%	12%	13%
Good	38%	54%	61%	48%	60%	65%	49%	59%	59%	48%	48%	52%
Very good	47%	29%	27%	26%	25%	24%	40%	31%	20%	30%	39%	35%

Q27. And how would you rate yourself in terms of the following skills?

All figures are %'s

Personal skills assessment

	GCC					Levant		North Africa				
	KSA	UAE	Kuwait	Qatar	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia	Sudan
Base: All respondents	407	112	44	31	53	55	178	216	134	122	33	99
Leadership skills												
Very poor	1%	2%	-	-	-	-	1%	1%	-	1%	-	1%
Poor	4%	3%	2%	6%	-	2%	3%	3%	5%	2%	-	4%
Neither poor nor good	13%	11%	20%	10%	19%	7%	17%	17%	25%	27%	27%	18%
Good	38%	63%	50%	45%	49%	62%	36%	49%	55%	48%	42%	49%
Very good	44%	21%	27%	39%	32%	29%	43%	31%	14%	21%	30%	27%
Negotiation skills												
Very poor	1%	4%	-	-	-	-	1%	1%	-	1%	-	1%
Poor	4%	1%	2%	3%	2%	2%	3%	2%	3%	8%	3%	1%
Neither poor nor good	21%	21%	25%	10%	25%	25%	17%	19%	36%	21%	24%	20%
Good	39%	51%	59%	65%	62%	56%	44%	49%	49%	46%	52%	49%
Very good	35%	23%	14%	23%	11%	16%	35%	28%	13%	24%	21%	28%
Linguistic skills												
Very poor	1%	2%	-	-	-	-	1%	3%	1%	2%	-	3%
Poor	11%	4%	9%	6%	6%	4%	4%	8%	16%	6%	12%	10%
Neither poor nor good	19%	26%	23%	13%	19%	13%	16%	24%	40%	29%	21%	25%
Good	42%	47%	43%	68%	57%	64%	46%	49%	37%	51%	55%	43%
Very good	28%	21%	25%	13%	19%	20%	33%	17%	6%	13%	12%	18%

Q27. And how would you rate yourself in terms of the following skills?

All figures are %'s



Section 4

DEMOGRAPHICS

Demographics

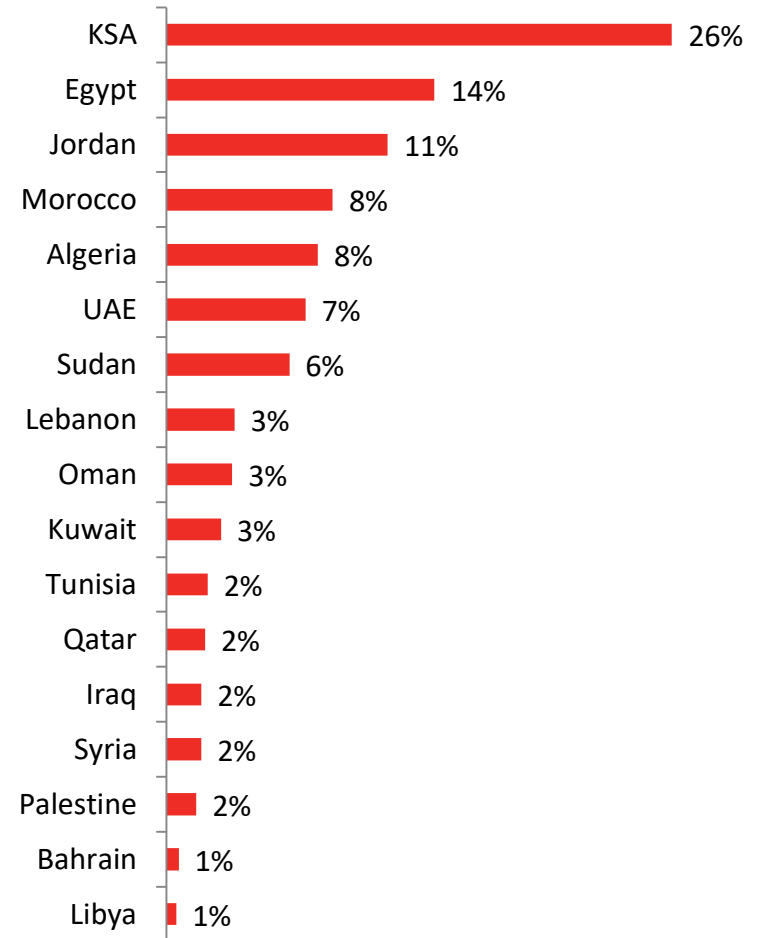
Age

- 18-24 – 42%
- 25-34 – 58%

Region

- GCC – 42%
- Levant – 20%
- North Africa – 38%

Country of Residence

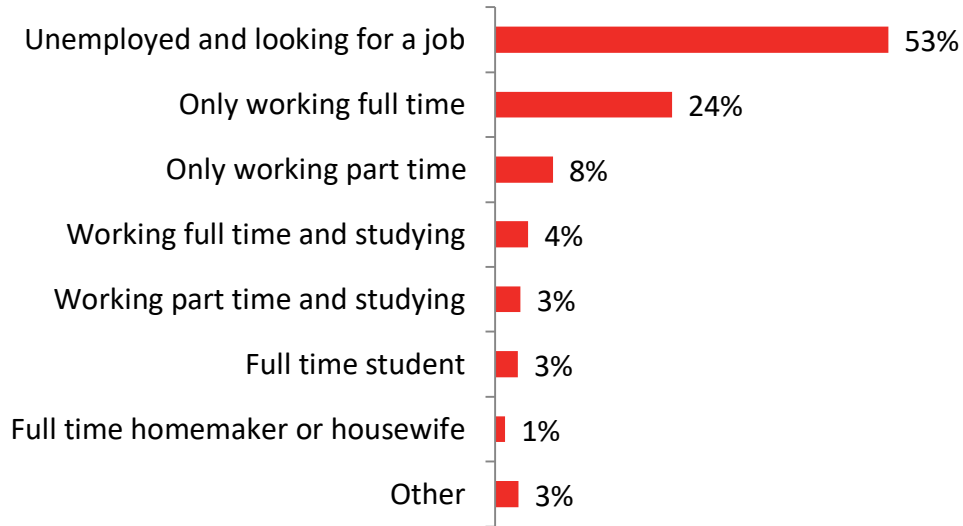


Base: All respondents (1582)

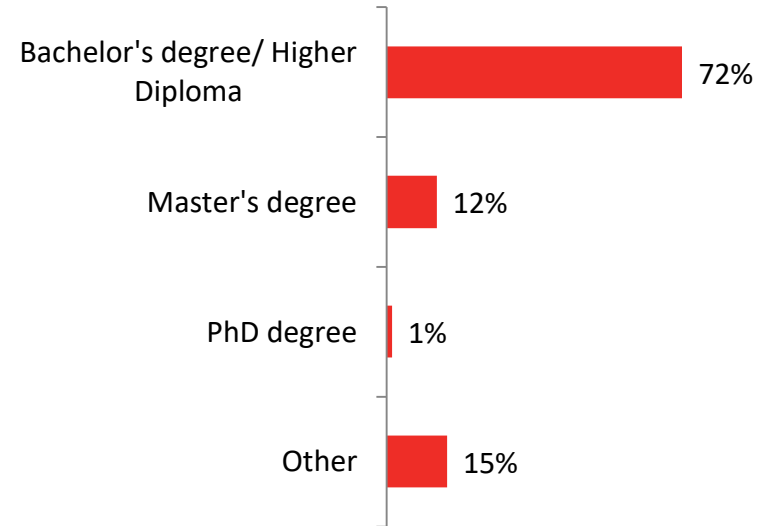
All figures are %'s

Demographics

Working Status



Highest level of education attained



Base: All respondents (1582)

All figures are %'s



THANK YOU